

**SMARTnership™** is the world's most awarded negotiation strategy, used globally by professionals who negotiate complex commercial agreements and are accountable for results.

In 2026, its founder, Dr. Keld Jensen, was ranked #2 on the Global Gurus list, placing SMARTnership among the most respected negotiation methodologies worldwide.

### A PRACTICAL NEGOTIATION CAPABILITY FOR PROFESSIONALS WHO NEGOTIATE AS PART OF THEIR JOB

#### Why these micro classes exist

Most negotiations do not fail because people lack experience.

They fail because **decisions are made too late, under pressure, and with poor structure.**

Traditional negotiation training concentrates on tactics at the table.

The SMARTnership Executive Micro Classes focus on **how outcomes are shaped long before tactics become relevant.**

These sessions are designed for professionals who negotiate regularly — and are expected to deliver results, not just good conversations.

### WHAT THESE MICRO CLASSES ARE?

- Six focused **120-minute executive micro classes**
- Each class stands alone
- Together they form a coherent negotiation capability
- Grounded in real commercial negotiations
- Designed for experienced professionals — not beginners



7 APRIL 2026 | 6 AM PT, 15.00 CET, 22.00 SGT

## 1 NEGOTIATION PREPARATION THAT ACTUALLY CHANGES OUTCOMES

Most preparation looks thorough — and still fails. This class shows why traditional preparation checklists do not work and what experienced negotiators consistently miss. It focuses on how assumptions quietly shape decisions and why weak preparation leads to reactive behavior once the negotiation starts.

### PARTICIPANTS LEAVE WITH:

- a structure that reveals blind spots
- a way to test assumptions early
- clarity on where negotiations go wrong before they start

14 APRIL 2026 | 6 AM PT, 15.00 CET, 22.00 SGT

## 2 ASYMMETRICAL VALUE: WHERE THE REAL LEVERAGE IS HIDDEN

Negotiators focus on what matters to them — not what matters differently. This class trains participants to identify low-cost, high-impact variables and understand why symmetrical and “fair” deals often destroy value.

### PARTICIPANTS LEAVE WITH:

- a method to map asymmetry quickly (up 42% additional value)
- the ability to stop trading expensive concessions
- a clearer view of leverage that does not look like leverage

28 APRIL 2026 | 6 AM PT, 15.00 CET, 22.00 SGT

## 3 NEGOTIATING UNDER PRESSURE WITHOUT LOSING CONTROL

Pressure turns experienced negotiators into poor decision-makers. This class explains how urgency distorts judgment, how deadlines create false choices, and how pressure is often used — intentionally or unintentionally — to force concessions.

### PARTICIPANTS LEAVE WITH:

- a structure to stay deliberate under pressure
- tools to avoid panic concessions
- the ability to keep negotiations moving without losing ground

9 APRIL 2026 | 6 AM PT, 15.00 CET, 22.00 SGT

## 4 THE ROLE OF ENGAGEMENT: ALIGNING BEFORE YOU NEGOTIATE

Teams often start negotiating before agreeing on how they will negotiate. This class focuses on the minimum alignment that must exist before substance is discussed and why skipping this step creates misunderstandings that surface too late.

### PARTICIPANTS LEAVE WITH:

- clarity on what must be aligned before negotiating
- techniques to surface misalignment early
- a way to prevent post-agreement disputes

23 APRIL 2026 | 6 AM PT, 15.00 CET, 22.00 SGT

## 5 NEGOTIATION STRATEGY SELECTION: STOP USING THE WRONG STRATEGY

People confuse habit with strategy. This class shows when collaboration works, when it does not, and why compromise is often the most expensive option. Participants learn to select strategy consciously instead of defaulting to style.

### PARTICIPANTS LEAVE WITH:

- a decision framework for strategy selection
- the ability to adapt without losing credibility
- fewer costly strategy mismatches

30 APRIL 2026 | 6 AM PT, 15.00 CET, 22.00 SGT

## 6 AI AS A NEGOTIATION THINKING ASSISTANT

AI is often used to produce answers instead of improving judgment. This class shows how to use AI to structure thinking, challenge logic, and stress-test ideas — without outsourcing responsibility or decision-making.

### PARTICIPANTS LEAVE WITH:

- practical AI prompts for negotiation thinking
- clarity on human-in-control use
- clear boundaries for where AI helps — and where it harms

## FORMAT & PRICING

- Duration: **120 minutes per micro class**
- Format: Live online or in-person
- Price: **\$199 per micro class**
- Full series (6 classes): **\$895 (most popular)**
- Corporate Team Seat Pack: **€4,500**



## WHO ARE THESE MICRO CLASSES FOR?

### PROFESSIONALS WHO:

- negotiate as part of their role
- already have experience
- want better outcomes, not more tactics

## INDIVIDUAL EXECUTIVE SESSION

# \$199

Designed for professionals who want to address a specific negotiation challenge.

- ✓ Ideal entry point into the SMARTnership concept
- ✓ One 120-minute executive micro class
- ✓ Session recording access
- ✓ Practical frameworks, tools, and templates

**GET STARTED**

## EXECUTIVE CAPABILITY SERIES

# \$ 895

Designed for professionals aiming for structured negotiation skill development.

- ✓ All six executive micro classes
- ✓ Certificate of completion
- ✓ Full materials + tools
- ✓ Save \$299 compared with individual registration

**GET STARTED**

## CORPORATE TEAM SEAT PACK

# \$4,500

Designed for organizations building consistent negotiation capability across teams.

- ✓ Full 6-class series for up to 10 participants
- ✓ Consolidated organizational registration
- ✓ Team participation recognition certificate
- ✓ Option to upgrade to a dedicated session.

**GET STARTED**

Limited executive cohorts. Corporate team registrations available.  
Prices in USD, excluding applicable taxes.

