



STATE BAR  
OF WISCONSIN  
P.O. Box 7158, Madison, WI 53707-7158

# Advanced Negotiation Skills Workshop

*Featuring Lee Jay Berman*



**LIVE WEBCAST:** Wednesday, November 18, 2020

**WEBCAST REPLAY:** Tuesday, December 1, 2020  
Wednesday, December 9, 2020  
Friday, December 18, 2020

# Advanced Negotiation Skills Workshop

*Featuring Lee Jay Berman*



**8 CLE**

Program dates start November 18. Register today!

# Advanced Negotiation Skills Workshop

Featuring Lee Jay Berman



## Give your negotiation style a makeover

2020 is a good time to take inventory of your strengths and weaknesses as a negotiator and add new skills to your repertoire. Don't let your practice plateau! The *Advanced Negotiation Skills Workshop* will help you hone your techniques and get better results for you and your clients.

From learning how to build rapport with people through your body language and speech to understanding how to overcome common barriers, the Workshop will show you the science and strategies behind closing deals on the terms you want.

## How you'll benefit:

- Amplify your negotiation skills by learning the science behind human behavior
- Gain techniques for handling particularly difficult negotiations
- Spot manipulative tactics and maintain your composure
- Communicate more effectively with everyone at the table
- Learn 25 tips for closing a deal

## Who should attend:

- All attorneys

**Register now!**

*This program is sponsored by:*

**Wisconsin Lawyers Mutual**  
INSURANCE COMPANY



## Registration

**ONLINE:** [www.wisbar.org/seminars](http://www.wisbar.org/seminars)

**PHONE:** (800) 728-7788

**FAX:** (608) 257-5502

**MAIL:** State Bar PINNACLE Registrations  
P.O. Box 7158  
Madison, WI 53707-7158

**State Bar CLE/PINNACLE Passbook Registrations:** Passbook Certificates must be received by the State Bar at least one business day prior to the event.

**Registration Cancellations:** Please visit [wisbar.org/cancellation\\_policy](http://wisbar.org/cancellation_policy) for information on PINNACLE registration cancellation policies.

**Course materials for those attending the seminar:** Course materials are provided in PDF format and are downloadable from *myStateBar* on [wisbar.org](http://wisbar.org) up to two days prior to and 90 days after your seminar. Note that course materials for this *National Presenter Series* program will be provided to seminar participants ONLY and will not be available for sale following the program.

*"I took from the class several new concepts and techniques for use in negotiation, and reframed how I approached negotiations in daily life. Since the training, I successfully used the methods to negotiate deals that were nowhere close to what I would have settled for before (or even entered into in the first place). I was a good negotiator before, but this has taken my game to a new level.*

*I can honestly say that this was the best money I've spent on CLE ever. I look forward to the next session."*

— K. Bartlett Durand, Jr., Esq., after attending 2019's  
*Adaptive Negotiation Skills Workshop Featuring Lee Jay Berman*

*Be a star both in and out of the courtroom with the State Bar of Wisconsin PINNACLE National Presenter Series. Receive coaching from nationally recognized speakers with experience helping lawyers rise to the challenges of today's legal landscape.*



# Schedule

- 8:30 AM Introduction to Training, Sign Posting the Day**
- Why negotiation skills are important
  - Overview of topics and how they tie together
  - Professional/personal skills
  - Interactive nature of the course
- 8:45 AM Styles and Opportunities in Negotiation**
- The big tension in negotiation
  - Style vs. substance
  - Danger and opportunity
  - The orange Story
  - Thomas-Kilmann styles
- 9:50 AM The Laws of Influence**
- Robert Cialdini's 6 top Laws of influence: creating and controlling influence
- 10:30 AM Break**
- 10:45 AM The Psychology of Manipulation**
- What's the difference between influencing and manipulating?
  - Adult – Parent – Child Dynamic for manipulation
- 11:00 AM Dealing with Opponents' Tactics**
- What are some known tactics (common tricks or derailers)?
  - Steps for managing tactics (shades of gray)
- 11:30 AM Review and Blend Together: Influence, Manipulation and Tactics**
- Influence, manipulation, and tactics – what's wrong with this picture?
  - Question and Answer
- 11:45 AM Lunch Break**
- 12:45 PM Overcoming Barriers**
- Overview of common barriers
  - Barriers categorized into drivers
  - How to overcome each barrier
  - Danger and opportunity in each one
  - Diplomacy
  - Aikido
- 1:15 PM Break**
- 1:25 PM Advanced People-Reading Skills**
- Neuro-linguistic programming
  - Matching, pacing and leading
  - Icons
- 2:30 PM Break**
- 2:40 PM Managing Expectations**

- 3:00 PM Advanced Closing Tips from the World of Sales**
- 25 closing tips – discussion and practice
  - How do you define success?
- 4:30 PM Q&A and Final Comments**
- 4:45 PM Program Concludes**

*Following program start time, schedule will vary slightly from above listed times.*

## Featured Presenter

**Lee Jay Berman** is one of the nation's top commercial mediators and president of the American Institute of Mediation, which he founded in 2008. Lee Jay is also a sought-after trainer, speaker, author, settlement consultant, and an executive coach with The Mediation Alliance, Inc. He served as the director of Pepperdine Law School's "Mediating the Litigated Case" program from 2002-2009, and he also directed the Santa Barbara Superior Court from 1999 to 2000. In 25 years as a full-time mediator, Lee Jay has successfully mediated over 2,400 cases.



## Dates

### Live Webcast:

Wednesday, November 18, 2020

### Webcast Replay:

Tuesday, December 1, 2020

Wednesday, December 9, 2020

Friday, December 18, 2020

**NOTE:** The November 18 live, interactive webcast will be offered in Zoom with a link to participate found in the State Bar's webcast platform. We recommend participation in a quiet space with strong internet connection.

## Credits

This program will be submitted to the Wisconsin Board of Bar Examiners for up to **8 CLE credits**. It does not qualify for EPR credit.

## Warm up with the *Adaptive Negotiation Skills Workshop* Featuring Lee Jay Berman



While not required before attending the advanced program, the *Adaptive Negotiation Skills Workshop* Featuring Lee Jay Berman provides a solid foundation in negotiation tactics you don't want to miss. This popular presentation from 2019 is back through webcast replay and focuses on two negotiation strategies in particular: distributive bargaining and integrative bargaining. Skilled negotiators must understand each negotiation style—and know when to strategically blend the two—for maximum client outcome.

**7.5 CLE**

**Webcast Replays:** Oct. 19, 2020  
Oct. 29, 2020  
Nov. 11, 2020



## Additional Learning Opportunities

### Maintaining the Right Balance: Proportionality and Electronic Discovery

Take a strategic approach to proportionality issues in the early stage of litigation. Avoid the cost and expense of "over-preservation." Prevent and pursue sanctions for spoliation of evidence. Leverage the meet and confer process to protect your client's interests. **3 CLE/1 EPR**

**Webcast Replays:** Oct. 23, 2020 | Oct. 28, 2020 | Nov. 3, 2020 | Nov. 13, 2020 |  
Nov. 17, 2020 | Nov. 23, 2020 | Dec. 4, 2020

### Business Litigation and Dispute Resolution in Wisconsin

The perfect resource to help you advise corporate clients on the rules, regulations, and risks they face in their day-to-day operations and business relationships. Packed with relevant case law, time-saving practice tips, and highly useful checklists.

**Print Book:** #AK0254; 446+ pp.; 3rd ed. 2018-19; **Member:** \$166 | **Nonmember:** \$210  
**Books UnBound Subscription:** #AE0254\_SUB; **Member:** \$180 | **Nonmember:** \$225

### Wisconsin Ethics Opinions

The complete text of opinions issued since 1954 – including Formal and Informal Opinions and Memorandum Decisions – by the State Bar's Standing Committee on Professional Ethics. Find original Wisconsin ethics opinions in one convenient source. (Includes 2017-18, 2018-19, and 2019-20 supplements).

**Print Book:** #AK0049; 614+ pp.; 2nd ed. 2016-17; **Member:** \$110 | **Nonmember:** \$139  
**Books UnBound Subscription:** #AE0049\_SUB; **Member:** \$150 | **Nonmember:** \$188

## Advanced Negotiation Skills Workshop

Priority Code: S 3 9 1 6 B

SEMINAR TUITION <i>With Downloadable (PDF) Course Materials</i>	WEBCAST SEMINAR
<input type="checkbox"/> State Bar Member	<input type="checkbox"/> \$329
<input type="checkbox"/> Nonmember	<input type="checkbox"/> \$429
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<input type="checkbox"/> Passbook Certificate User	<input type="checkbox"/> 1 Certificate

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☐ Wednesday, November 18, 2020

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☐ Friday, December 18, 2020

☐ Lawyer State Bar Member No. \_\_\_\_\_

☐ Nonlawyer Profession \_\_\_\_\_

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

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**Payment: Tuition Amount Enclosed \$** \_\_\_\_\_

☐ State Bar Passbook Certificate (enter certificate number) # \_\_\_\_\_

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**NOTICE:** By attending this State Bar event, you understand and agree that you may be photographed and/or electronically recorded during the event and you hereby grant to the State Bar the right to use and distribute your name and likeness for promotional or educational purposes without monetary compensation. The State Bar assumes no liability for such use.

**Mail to:** State Bar PINNACLE Registrations  
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Event Code: CA3033 W R R2 R3