



Attend live in Toronto
or
Watch on your computer*



Gain the Edge![®]

Negotiation Strategies for Transactional Lawyers

February 26, 2015

Live in-person

9:00 am – 12:00 pm (Eastern)

University of Toronto

Chestnut Conference Centre

89 Chestnut Street • Toronto, ON

Live webcast on your computer

*with 30 day replay**

6:00 am – 9:00 am (Pacific)

7:00 am – 10:00 am (Mountain)

8:00 am – 11:00 am (Central)

9:00 am – 12:00 pm (Eastern)

10:00 am – 1:00 pm (Atlantic)

**We are pleased to provide a webcast option to those whose schedule or location does not permit them to attend in-person, but webcasts cannot replicate the quality or rich interaction of in-person attendance.*

Who Should Attend

This program is designed for corporate, transactional and business lawyers who want to improve their existing negotiation skills. The course will use transactional scenarios.

About the Program

Transactional lawyers negotiate every day. In fact, the ability to negotiate effectively may be the most critical skill a corporate, transactional or business lawyer possesses. Yet most negotiate instinctively or intuitively. This practical, half-day seminar will help business lawyers approach negotiations with a strategic mindset based on the experts' proven research.

And make no mistake – no matter how much you've negotiated, you can still learn more. Adding that one new tactic may be the difference between winning and walking away empty-handed.

Whether you're in a contract negotiation or helping to sell a closely-held company, this seminar will provide the knowledge, skills and power to deal with negotiation issues transactional lawyers encounter every day.

You Will Learn

Marty Latz is one of North America's leading experts and instructors on negotiating techniques. A Harvard Law graduate and former negotiator for the White House, Marty will share simple, easy to implement strategies to help make you a better transactional lawyer.

10 keys to effective transactional negotiations:

1. Latz's 5 Golden Rules of Transactional Negotiations
2. How to gain leverage in buyouts when seemingly powerless
3. Strategies to get past "No" – when the deal appears lost
4. When to make the first offer – and when to wait
5. The secrets to success in highly emotional negotiations
6. Techniques to control the negotiation agenda
7. The power of deadlines and timing issues around closings
8. Where to be highly competitive vs. problem solving
9. Strategies to generate creative solutions
10. Powerful information gathering methods

Here's what past attendees have said about Martin Latz and his programs:

"Excellent presentation. Full of useful and practical strategies."

Alanna Robinson, Nova Scotia Power Inc., Halifax

"Very effective speaker. Excellent ideas, which make me think of negotiation as a core competency instead of an after-thought."

Kevin Kyte, Stikeman Elliott LLP, Montreal

"Excellent presentation. Range of knowledge applicable not only in legal negotiations, but life in general."

Andrea Crowe, Edwards, Kenny & Bray, Vancouver

"Excellent program! It defined, expanded, and enhanced negotiation strategies that I intuitively practice."

Irene S. Muzychka, Curtis, Dawe, St. John's

Special bonus for in-person attendees! Receive a copy of *Gain the Edge! Negotiating to Get What You Want* by Martin Latz (St. Martin's Press, 2004)

About the Presenter



Martin E. Latz, Founder of Latz Negotiation Institute, is one of North America's leading experts on negotiating techniques. Since 1995, over 85,000 lawyers have attended his training programs. An Adjunct Professor of Negotiation at Arizona State University College of Law since 1995, Latz also advises and negotiates on behalf of a wide range of private and public entities. From 1993-1995, he negotiated for the White House nationally and internationally on the White House Advance Teams. A Harvard Law cum laude graduate, he is the author of *Gain the Edge! Negotiating to Get What You Want* (St. Martin's Press, 2004) and has appeared on CBS' *The Early Show* and such business shows as *Your Monday* and *Fox Business*. He also writes a monthly negotiation column for *The Arizona Republic*.

CPD CREDIT HOURS:

ON: This program is eligible for up to 3.0 Substantive hours

BC: This program has been approved for 3.0 CPD hours

Lawyers in all other mandatory CPD jurisdictions may count their actual attendance at this program towards their CPD requirement/plan.

SK & NB: CPD applications are pending

Seminar Partners is an Accredited Provider of Professionalism Content by the Law Society of Upper Canada, and a pre-approved CPD Provider of the Law Society of British Columbia.

✓ Yes, I want to attend **Gain the Edge! Negotiation Strategies for Transactional Lawyers**

Choose your learning format: Live in-person **OR** Live webcast with replay*

9:00 am to 12:00 pm (Eastern) • February 26, 2015 • Chestnut Conference Centre • 89 Chestnut Street • Toronto, ON

* Materials will be distributed electronically in advance. Live webcast includes video replay up to 30 days after the program. Replay link will be made available 2 to 3 working days after the program. Webcasts cannot replicate the quality or rich interaction of in-person attendance.

REGISTRATION FEE (with ON HST*):

On or before January 12, 2015: \$350.00 + \$45.50 (13%) HST* = \$395.50 - Save \$40.00!

After January 12, 2015: \$390.00 + \$50.70 (13%) HST* = \$440.70

*If paying by cheque, adjust tax for attendee's province as follows: 5% in AB, BC, MB, NWT, NU, SK, YK. 13% in NB, NL, ON. 14% in PEI. 15% in NS.

Register online: <http://seminarpartners.ca/register-for-courses/>

Register by mail, fax or phone: Return this form with payment to Jennifer Snoyer, Finance and Communications Coordinator, Seminar Partners, 110 Eglinton Ave. W., Suite 303A, Toronto, ON M4R 1A3 Tel. 1.866.606.4212 or 647.352.8633 Fax 647.352.8533. Email: jennifer@seminarpartners.ca. Registration fee is refundable less \$50 admin fee if written cancellation received 10 working days before the program. No refunds will be made after the cancellation date. Program content, speakers and location may change without notice. See our website for all policies. In the event of program cancellation, our liability is limited to refund of registration fees. GST/HST #848208492

Name: _____ Firm: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____ Email: _____

Payment information (or cheque payable to Seminar Partners)

Please charge \$_____ to my VISA/MC

Card #: _____ CVV: _____

Card Expiry: _____ Signature: _____

Billing address (if different than address above):

