

NEGOTIATION *ARCHITECTURE*

PROGRAM

**Design the deal before
you enter the room.**

An integrated program to build the best
negotiation and contracting framework.

An applied program with an
automated negotiation analysis and
Package Builder workbook.



CURE

Training & Consulting

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PROGRAM BROCHURE

Purple Negotiation

Negotiation Architecture

Powered by an Automated Engine

Participants apply the method to a case while the workbook assembles a proposed negotiation package.

NEGOTIATION ARCHITECTURE

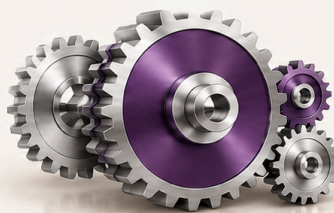
The Methodology

INPUT



**Build Your
Negotiation Agenda**

TOOL



**Learn to Use the
Automated Negotiation
Engine**

OUTPUT



**Get Your
Best-Ranked Package**

THE TRAINING

Complex cases and role plays develop the judgment behind each choice.

WORKBOOK AUTOMATION

It ranks exchanges and selects compatible pairs from the values entered.

THE DELIVERABLE

An automatically assembled We Give / We Get draft for participants to review and complete.

Training with a tool your team can use again.

A package starts with different priorities

Illustrative buyer-supplier negotiation



THEIR INTERESTS

BUYER

Needs a firm warehouse completion date to protect the continuity of supply.

SUPPLIER

Needs funding to complete the warehouse and secure future demand.

A CANDIDATE EXCHANGE

Buyer considers capped funding support. Supplier offers a firm completion milestone.

Illustrative proposal. Negotiators set the final terms.

The workbook surfaces options. People decide the terms.

The **automated** engine evaluates potential **negotiation scenarios**.

The buyer values the deadline more. The supplier values funding more.

A DIFFERENCE IN VALUE

Issue	Buyer	Supplier
Completion deadline	HIGH	MEDIUM
Funding amount	MEDIUM	HIGH

A POSSIBLE EXCHANGE

Deadline: +1 Funding: -1

Opposite value gaps make this pair a candidate.

PAIR SCORE

26

How is this score calculated?

A ranked option to test before building the offer.

The Package Builder assembles a draft

Compatible exchanges flow into a We Give / We Get view.

ILLUSTRATIVE PACKAGE DRAFT

BUYER PERSPECTIVE

WE GIVE

**Capped funding
support**

WE GET

**Firm warehouse
completion
milestone**

The workbook also keeps unmatched issues visible for direct settlement.

THE WORKBOOK FILLS

Selected exchanges, pair scores and remaining issues.

YOU DECIDE

Exact terms and the final agreement.

From ranked options to an offer your team can negotiate.

Built for deals with linked terms

Use the automated engine where several issues must work together.



WHERE IT WORKS

SUPPLY & PROCUREMENT

Price, volume and delivery

CONTRACT RENEWALS

Term, service and flexibility

PARTNERSHIPS & AGENCY

Territories, sales and support

COMPLEX PROJECTS

Milestones, funding and risk

THE PROGRAM IN NUMBERS

4

CASE STUDIES

3

PSYCHOMETRIC
ASSESSMENTS

14

QUESTIONNAIRES
WITH ANSWERS

4

GROUP ROLE PLAY
ACTIVITIES

2

DELPHI TECHNIQUE
SESSIONS

10

VIDEOS WITH
ANALYSIS

Train with a tool your team can use again.

The program in numbers

Cases, practice and assessment support the automated negotiation engine.



4  CASE STUDIES

3  PSYCHOMETRIC & PERSONALITY ASSESSMENTS

14  QUESTIONNAIRES WITH ANSWERS

4  GROUP ROLE PLAY ACTIVITIES

2  DELPHI TECHNIQUE SESSIONS

10  VIDEOS WITH ANALYSIS

PLUS

AUTOMATED NEGOTIATION ENGINE

Ranks exchanges and assembles a draft package.

About the trainer

Academic grounding. Commercial experience.

Dr. Mohamad Nadi

NEGOTIATION ARCHITECTURE | PROGRAM TRAINER



ACADEMIC BACKGROUND



Master of Business Administration (MBA)

Specialism in Negotiation

Master's Degree in

Human Resource Management

LEADERSHIP EXPERIENCE



Sales Management



Marketing Management



Feasibility Studies



Project Management

Business experience brought into practical negotiation training.

Bring a **real negotiation** to the table

A tailored workshop for teams handling linked deal terms.

WHAT YOUR TEAM CAN WORK ON

Map the issues. Test possible exchanges. Review a draft package together.

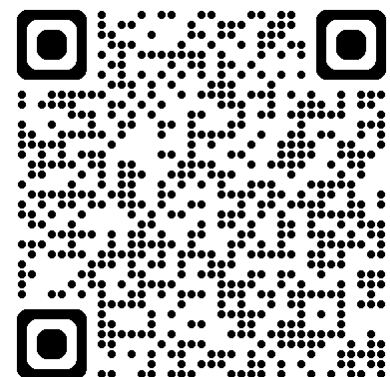
Discuss a tailored program for your team

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