



Association of Women Solicitors

Essential for Success

London Group

Negotiating for Success: how to emerge from every negotiation feeling good

Kindly hosted by Charter Chambers
33 John Street (off Theobalds Road)
London WC1N 2AT

Tuesday 15 September 2009 – 2.00 to 5.30pm
Presented by Pippa Blakemore

You are negotiating every time you are with another person or with other people. Negotiations range from negotiating fees with a client, to agreeing a major deal with the other side, to running a meeting.

The objective of all the best negotiations is that both you, and everybody else involved, emerges feeling that each could not have achieved a better conclusion and that you all feel good about the outcome.

We will have a fully participative and interactive session. It will be relevant, practical and immediately applicable to your work.

We will discuss:

- What you need to know about the other side's position: the five key aspects which give you insight
- What you need to plan on your own position: know your three parameters
- Skills required to negotiate confidently and without embarrassment
- How to spot and counter the techniques which are being used on you
- How to reduce some of the aura which surrounds negotiating
- How to help you to relish and enjoy negotiating.

Speaker **Pippa Blakemore**, of The PEP Partnership LLP, is a leading international business development expert for lawyers. She has worked with more than 50 law firms, on an ad hoc, consultancy, project and interim basis all over the world, for more than 20 years. She advises law firms on how to grow the value of their existing clients and win profitable new business. www.pep-partnership.co.uk

Cost £75.00 for members and £100.00 for non-members. 3 CPD hours

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Negotiation 15 Sept

Please return to Sandra Dawson, Administrator, PO Box 6314, London N1 0DL.

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