



**The Persuasion Lab**

Sign-up Today

# PROCUREMENT NEGOTIATION TRAINING

PRESENTED BY MARTIN MEDEIROS OF  
THE PERSUASION LAB

FEBRUARY 26TH & 27TH

7:30AM TO NOON

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HERE\*\*](#)



Powered By



GOALS

- Procurement professionals will develop skills that result in better job performance in contemporary technology procurement transactions areas include standard contracts, AI integration, data rights in transactions, privacy and security, intellectual property and contemporary issues in technology procurement.
- The procurement professional's company will realize improved vendor relationships leading to long-term financial benefits.
- The procurement professional's company will realize improvements in their technology vendor performance.
- Individuals will learn negotiation communication skills transferrable to all aspects of their lives.

## OBJECTIVES

- Updates on the latest research on new methods of effective negotiation.
- Updates on current topics regarding the negotiation of technology transactions.
- Introduce concept of the Negotiation DoJo® options.
  - Walk through access to online materials and videos after the in-person monthly and virtual class; and subject matter experts. Options for advanced training.

## Day 1

7:30-8 Continental Breakfast Provided by TAO

8-9 Negotiation Model – Resources and summary of contemporary research

- This section reviews the trajectory of a negotiation (priming, strategy, tactics, operations) and what technology procurement professionals need to do for better deals. Contemporary negotiation books are reviewed.

9-10 Priming; Openers; Psychology and Neuroscience of the Negotiation

- This section explains how new research shows how we can forecast behaviors to prime a negotiation, open negotiations effectively with hands on practice.

10:00-10-15 Break

10:15-11 **Set 1** Technology Contract Deal Points: Practice, Drilling, Sparring and Discussion

- This section covers typical contract clauses and new issues. Hands on practice working with the materials.

#### 11-12 Statistics on Most Effective Tactics

- This section reviews the most effective tactics based on research. Participants will practice tactics.

### **Day 2**

7:30-8 Continental Breakfast Provided by TAO

#### 8-9 Persuasive Communications

- This section reviews how to pack persuasive communications to win what you need in your transaction. Works of Cialdini, Voss, Fisher, Lewicki, Malhotra and Simon will be covered.

9-10 **Set 2** Technology Contract Deal Points: standard contract clauses, new AI Issues, evolving data and privacy. Practice, Drilling, Sparring and Discussion.

- This Section covers new contract clauses and new issues. Hands on practice working with the materials.

10:00-10-15 Break

#### 10:15-11 Operational Issues

- This section explains the science behind media, time of day, body language, voice and other externalities influence the success of negotiations.

11-12 Closing Strategies: Cadence of negotiation plan, data and storytelling  
Negotiation DoJo® options.

- New research on how we can drive performance in a negotiation by creating transactional memories in a crowded marketplace. Negotiation DoJo® explained.

<https://thepersuasionlab.com/product/technology-procurement-live-class/>

Discounts Available for Groups > 10

**Martin Medeiros, Instructor**



Martin Medeiros started The Persuasion Lab over a decade ago. His teaching is not theoretical. He's negotiated thousands of technology transactions as a practicing attorney for over thirty years. Martin was former chair of the Oregon State Bar Technology Law Section, Special Assistant Attorney General for the State of Oregon, and currently as a shareholder at Buckley Law P.C. Martin is a board member of Complete Intelligence Technologies, Inc. an AI financial forecasting company in Houston, Texas. Martin informs negotiators on the legacy transactions and the current clash between AI and emerging law in the areas of Privacy and Data Protection, Algorithmic Bias, Transparency and Explainability, Compliance and Risk Management, Ethical AI Development and Unfair Trade Practices. He hosts the award-winning podcast, The Persuasion Lab with Martin Medeiros. Martin teaches a bi-monthly class every month called the Negotiation DoJo® where negotiators spar and practice to become better negotiators. Martin's storytelling sense of humor and style make the teaching of complex negotiation interactions fun and easy.