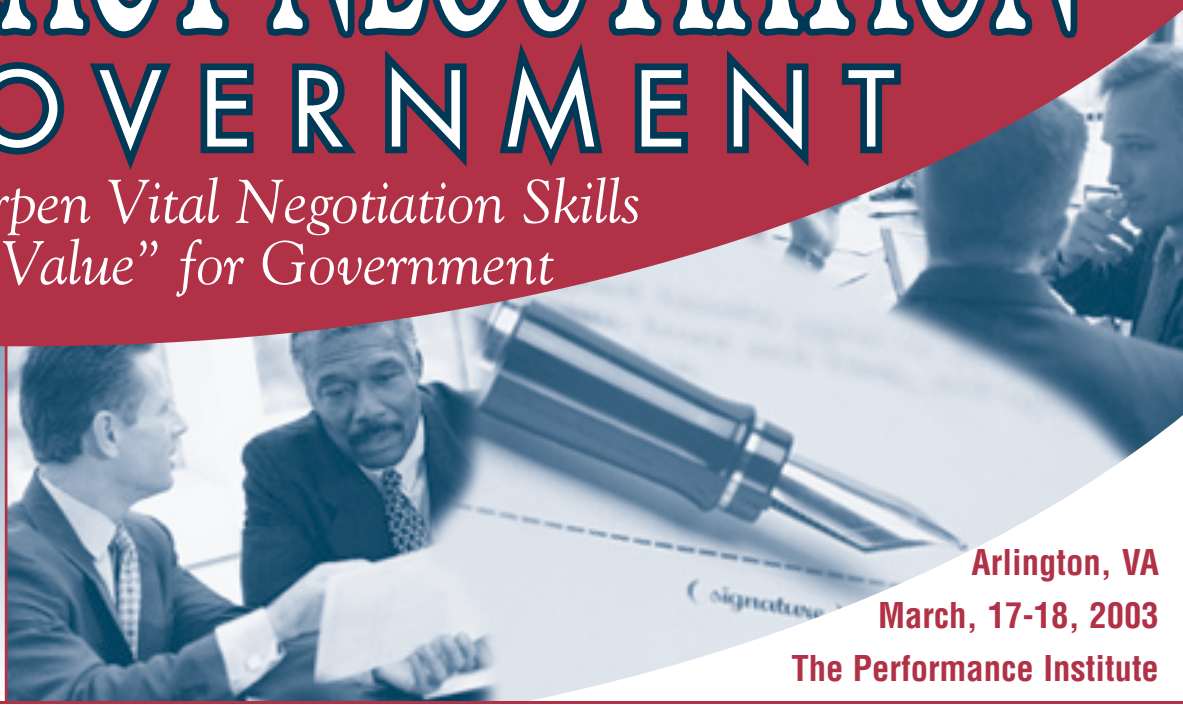
Strategize and Prepare for Contract Negotiations

CONTRACT NEGOTIATION IN GOVERNMENT

Develop and Sharpen Vital Negotiation Skills to Achieve "Best Value" for Government



Learn Strategies, Techniques and Skills for Successful Contract Negotiation in Government

Arlington, VA
March, 17-18, 2003
The Performance Institute

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The 2003 Spring Training Workshop Contract Negotiation Techniques

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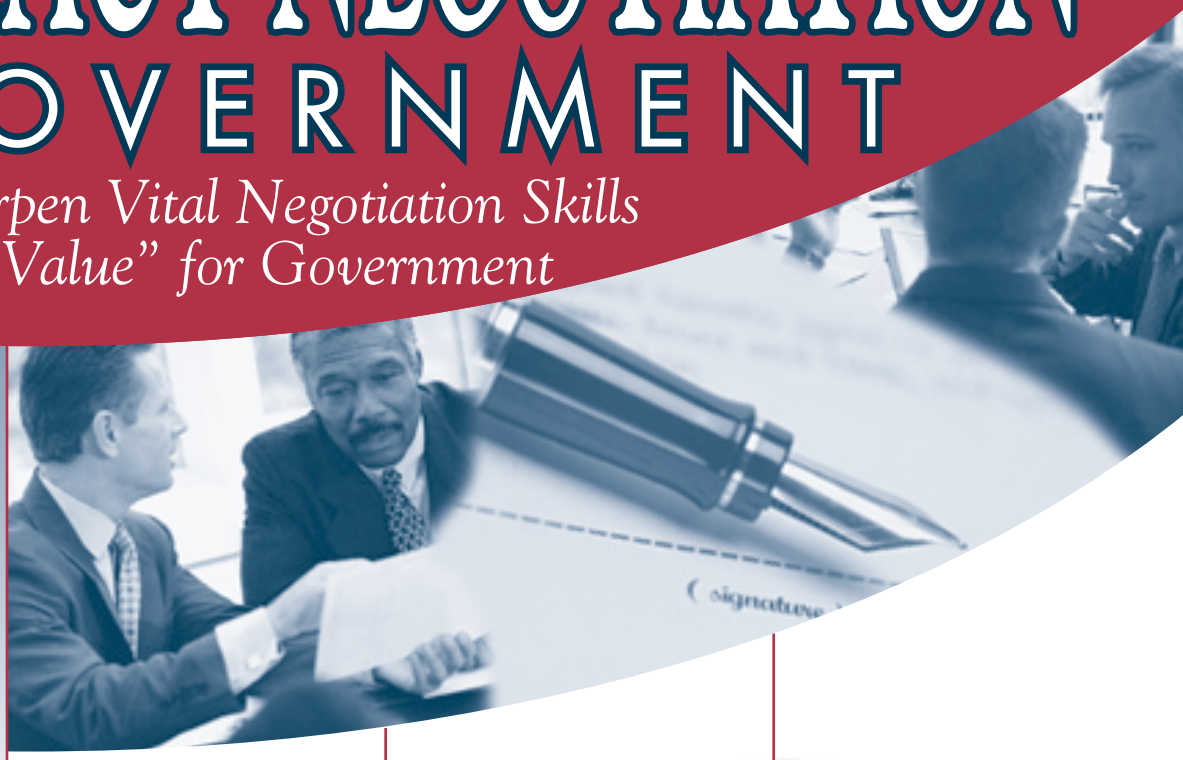
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Strategize and Prepare for Contract Negotiations

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Develop and Sharpen Vital Negotiation Skills to Achieve "Best Value" for Government



Learn Strategies, Techniques and Skills for Successful Contract Negotiation in Government

Use Proven Techniques for Conducting a Negotiation Session

Identify the key factors necessary for a successful negotiation

Learn to Use Your Strengths to Your Advantage in Negotiation

Recognize the importance of personal attributes in the negotiation process

Enhance Negotiation Preparation Skills

Determine an overall strategy for attaining the pre-negotiation objectives

Master Non-Competitive Negotiations

Identify the key steps in conducting and documenting a non-competitive negotiation

Meet New Negotiation Challenges Under the Revised A-76 Process

Presented by:

The Performance Institute

The Performance Institute
March, 17-18, 2003
Arlington, VA

Dear Government Contracting Official:

The contracting environment in government is constantly changing around new rules and regulations . . . particularly under the revised A-76 competition process. As the government uses negotiation more frequently, and sealed bidding less, it is becoming imperative for contract personnel to have the ability to negotiate. Effective negotiating is quickly becoming one of the vital skills a contract official must possess to be successful. Negotiation is involved with almost every level of the government contracting process, from small to large items, including dealings with a myriad of different issues and settings.

To help you develop the knowledge and skills required for successful negotiations, you are invited to attend the *2003 Spring Training Workshop on Contract Negotiation Techniques*. This training workshop, hosted by the Performance Institute, will be held on March 17-18 in Arlington, VA.

Prepare for Contract Negotiation

Thorough preparation is the most important prerequisite to effective negotiation. Neither experience, bargaining skill, nor persuasion on the part of the negotiator can compensate for the absence of preparation. This valuable training workshop will provide you with a comprehensive introduction to contract negotiation from experts in the field, an understanding of negotiations as described by FAR, and the ability to recognize the three possible negotiation outcomes and perceived negotiation styles. You will also learn how to correctly prepare for a negotiation by organizing the negotiation team and developing a negotiation plan.

Master Non-Competitive Negotiations

Non-competitive contract negotiations are exchanges that take place between the government and a single contractor. They may take place before or after contract award. The pattern of negotiations can vary significantly depending on the number, magnitude and complexity of the issues involved, as well as the personalities of the negotiators. Learn how to master the complexities of non-competitive negotiations and identify the steps necessary to obtain the desired results from your contract.

Use Your Negotiation Strengths to Develop a Negotiation Strategy

Knowing the strengths you bring the negotiation table is one of he first steps in developing an effective negotiation strategy. Thoroughly evaluating your strengths and weaknesses before entering into a contract negotiation is the best way for you to avoid many of the pitfalls that commonly hinder negotiators. See how your strengths can be used to create a negotiation strategy that will produce the contractual results that you and your agency are seeking. By attending this training workshop, you can start to get what you want out of your contracts by negotiating better deals.

Join us at the *2003 Spring Training Workshop on Contract Negotiation Techniques* and begin to get the results you want from your contracts. Space will be limited, so please register today by calling 703-894-0481 or visit us online at www.performanceweb.org. I look forward to seeing you in March!

Sincerely,

Jason L. Cooley

Jason L. Cooley
Director, Center for Contracting and Outsourcing
The Performance Institute

Agenda and S

Day One: March 17, 2003

8:30 Registration and Continental Breakfast

9:00 Keynote Address: Mastering the Art of Successful Contract Negotiation

Negotiation is the process of two parties seeking to reach a mutually satisfying agreement. The contracting process requires knowledge of how to negotiate statements of work, price, costs, and many other terms and conditions. Obtain a detailed overview of the contract negotiation process. Also learn how you can improve your basic skills of contract negotiation.

10:15 Break

10:30 Introduction to Contract Negotiation

Negotiation is a vital skill needed in the procurement process. This session will provide you with the necessary information to begin to develop a contract negotiation plan.

- Describe negotiations as defined in FAR
- Identify the factors necessary for a successful negotiation
- Recognize the three possible negotiation outcomes

12:15 Lunch

1:30 Negotiation Preparation 1

Complete negotiation preparation improves the likelihood of a win/win negotiation that will produce a quality contract and set the foundation for timely and effective contract performance. These preparation sessions will walk you through the complex preparation phase of contract negotiation.

Learn how to:

- Organize the negotiation team
- Identify the other party's negotiation history
- Determine the potential bargaining strengths and weaknesses of both parties

2:30 Break

3:30 Negotiation Preparation 2

- Identify negotiation priorities and potential tradeoffs or concessions
- Determine an overall strategy for attaining pre-negotiation objectives
- Prepare a negotiation plan

4:30 Adjourn

Ron S. Fortgang is Vice President at Lax Sebenius LLC, and conducts negotiation advisory and teaching engagements on a global basis. His work ranges from advising senior executives on divestment and contract re-negotiation strategies to internal negotiations over implementing organizational transformation.

Ronne Rogin is the Senior Procurement Analyst at the Department of the Treasury. She earned a Certified Professional Contracts Manager (CPCM) certificate from the National Contract Management Association (NCMA) and in December 2001 received the NCMA Fellow Award, the third highest award given by NCMA.

LeGette McIntyre of McIntyre Consulting has over 20 years of contracting experience with the Department of Defense.

peaking Faculty

Day Two: March 18, 2003

8:30 Continental Breakfast

9:00 Non-Competitive Negotiations

The rules for a non-competitive negotiation can differ greatly from that of a normal competitive negotiation. Non-competitive contract negotiations are exchanges that take place between the government and a single contractor. They may take place before or after contract award. The pattern of these negotiations can vary significantly depending on the number, magnitude and complexity of the issues involved, as well as the personalities of the negotiators. Learn more about this type of negotiation and how to use these skills to your advantage.

10:30 Break

10:45 Non-Verbal Communications

Great negotiators must first be great communicators. Unfortunately, many negotiators think of communication as only oral or written verbal exchanges. But verbal exchanges account for only a fraction of the messages people send and receive. This session will present the key aspects of non-verbal communication that are vital to successful contract negotiation.

- Recognize different forms of non-verbal communications
- Analyze body language
- Describe different elements of the physical environment and their implications on negotiations

11:45 Lunch

1:00 Developing a Negotiation Strategy

There is no single correct approach to developing a negotiation strategy. You must carefully plan the order in which issues will be addressed during negotiations. Flexibility in this plan is vital to ensure win/win negotiations. This session will help you develop a strategy that will address your needs and fits your style.

- Short-term objectives
- Long-term objectives
- Considerations-cost, quality, and schedule
- Acquisition planning requirements

2:15 Break

2:30 Application Workshop: Bargaining Techniques and Negotiation Scenarios

You do not have to use a particular negotiation style to become a successful negotiator, but your chances of success will improve some basic bargaining techniques utilized by win/win negotiators. These rules constitute the most important guidelines on what to do and what not to do to attain mutually satisfactory results in government contract negotiations.

- Recognize the steps for a competitive discussion
- Identify win/win and win/lose tactics
- Conduct a comparative assessment of final proposals
- Identify the use of the Price Negotiation Memorandum (PNM) in documenting fair and reasonable prices

4:00 Adjourn

This Event will Assist Your Agency in Meeting the New A-76 Requirements

In-House Training Sessions on the New A-76 Process

The Performance Institute offers contract negotiation education programs, focused toward federal agencies for in-house training of staff. In-house training provides a customized, cost-efficient method to educate staff in techniques for contract negotiations, as well as to provide a forum for team building and project planning. Training is conducted by seasoned experts in negotiation and acquisition processes. Wherever possible, actual "projects" from the client agency are used during the training program-providing real life examples for agency staff. For more information on in-house training options, contact Felipe Monroig at 704-894-0481 or write to Monroig@PerformanceWeb.org

Hotel Information:

The 2003 Spring Training Workshop on Contract Negotiation Techniques will be held at the Performance Institute in Arlington, VA. The Performance Institute is located just minutes from the Quality Courthouse and Virginia Suites hotels, and is only one block from the Courthouse Metro Station. The monuments in Washington, D.C. are also just minutes away.

A limited number of rooms have been reserved at the Hilton Garden Inn at a discounted rate of $142. Please contact the hotel at 703-528-4444 to make reservations. Be sure to request the Performance Institute conference rate. The Hilton Garden Inn will ensure that your experience is comfortable and enjoyable.

Hilton Garden Inn
1333 Courthouse Road
Arlington, VA 22201
Tel: 703-528-4444
Fax: 703-528-4933
www.hiltongardeninn.com

Tuition:

The fee for attending the *2003 Spring Training Workshop on Contract Negotiation Techniques* is $995.

Group Discounts:

Contact Marco Amaro at the Performance Institute at 703-894-0481 for information about group discounts.

Exhibiting and Sponsorship Information:

To learn more about exhibit and sponsorship opportunities at Performance Institute educational seminars and conferences, please call Marco Amaro at 703-894-0481.

Administrative Note:

A 10 percent cancellation fee on registration will be charges for cancellations received less than three weeks from the sate of the conference. As speakers are confirmed 6 months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.