

## **Negotiation Skills Workshop**

**13.30 – 18.00, 18 June 2013, Beijing**

This intense session pulls together some of the key aspects of negotiation theory and places them in the context of a pharmaceutical business transaction. Pre-reading materials will be distributed to registrants before the session in order that they can familiarise with the case and prepare for the interactive sessions.

After a brief revision of the materials the group will be organized into teams who will undertake the negotiation in three sessions Opening Gambits, Consolidation and Closing. Each of these sub-sessions will dissect the progress of the negotiation and identify correct behaviors, mistakes, missed opportunities and unexpected developments.

Delegates will thus build on each experience to refine their skills in structuring, presenting, listening and recording the negotiation process. The sessions will be moderated throughout to note the behaviors and progress of the teams toward a successful conclusion including team preparation and teamwork in the sessions.

***The negotiating sessions will allow delegates to:***

- Plan successful negotiating strategies
- Build, train and rehearse the negotiating team
- Present succinct clear opening proposals
- Develop a mutually desirable deal structure (Win-Win)
- Plan and organized closing procedure which perfects the transaction

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13:30	Introduction	Aims& Plan
13:40	Session I	Theory – Review of Pre-reading Materials
14:00	Session II	Skills examples
14:30	Simulation Brief	Case Studies review
15:00	Coffee	Team Arrangements
15:15	Simulation	Part 1 Opening Gambits
16:00	Review Break	
16:15	Simulation	Part 2 Consolidation
17:00	Review Break	
17:15	Simulation	Part 3 Closing
18:00	Review& Summary	
18:15	Q&A	
18:30	Summary& Close	

### **Pre-reading Materials**

Negotiation Principles  
Negotiation Profiling  
Life Science Issues and Situations  
Negotiation Preparation  
BATNA  
Preparation of the Case  
Preparation of the Team  
Negotiation Practices  
Tools  
Negotiating Framework

Plus

### **Case Study**

Two company negotiation including marketed products

## **Martin Austin Biography**

Martin Austin is Managing Director of TransformRx GmbH formed in 2005 to provide business advice to clients regarding investment and business development he is also a Partner in MarraM Advisors sarl an Investment and Fund Governance firm and Chairman of RSA AG the Swiss subsidiary of the RSA Group.

He was between 2000 and 2005 a Principal in the Paul Capital Partners Royalty Funds, a USA based specialist in Secondary Private Equity and Alternative Asset Investments with some \$6 Billion under management. Before this between 1995 and 2000 he was Head of Business Development for the Pharmaceuticals Division at F. Hoffmann-La Roche.

Prior to joining Roche he was Managing Director of MHIG Ltd a London based Anglo-German Market Research company specialising in long term studies of prescribing in Oncology and using hand held computers to monitor prescribing and outcomes analysis in hospitals.

Between 1987 and 1992 he co-founded Machine Intelligence Technologies a company focused on data capture in sales and marketing in pharmaceuticals, Retail and Animal Health Markets.

Before this he was a Senior Consultant with Marketing Improvements Ltd. A UK healthcare consultancy providing Strategic Consulting to companies such as Glaxo, Reckitt and Coleman; Fisons and internationally Rhone Poulenc Rorer:

He started his Pharmaceutical career with GD Searle the US pharmaceutical firm as a Sales Representative progressing through Product Management and Marketing Management positions to become Business

Development manager at Lorex Pharmaceuticals a joint venture between Searle and Synthelabo of France where he established the company to launch Tildiem and Kerlone into the UK market.

He has recently published "Business Development for the Biotechnology and Pharmaceutical Industry" based on the courses he presents with CELforpharma (Brussels), Pharmaguys (Beijing), the World Intellectual Property Organisation of the United Nations and at Basel University as a part of the Masters in Drug Development Sciences degree course.

# REGISTRATION FORM

Please return this form:

By email: [dxue@pharmaguys.com](mailto:dxue@pharmaguys.com)

I wish to register for:

**Pharma Business Development Course**

Dates: 17-18 June 2013

Price: CNY 19,800

Place: The Executive Center at Resource Building, Beijing

**Negotiating for Success in Pharma BD**

Date: 13:30 – 18:00, 18 June 2013

Price: CNY 6,800

Place: The Executive Center at Resource Building, Beijing

**Registration Details:**

Mrs.  Ms.  Mr.

Name: .....

Job Title: ..... Company: .....

Address: .....

Telephone: ..... Fax: .....

Email: .....

Authorized signature: ..... date: .....

**Discount Polices:**

5% for early bird before 30 April 2013

5% a group of 3 and over

**Payment & Invoicing:**

开户行 (Bank): Bank of Beijing, Hong Xing Branch (北京银行红星支行)

账号(Account No): 010903304001201090744-98

帐户名 (Account Holder):

Beijing PharmaGuys Information & Consulting Co Ltd (北京富马杰士信息咨询有限公司)

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发票抬头: ..... 快递地址及收件人: .....

**Cancellation Polices:**

Return of this form by email or fax is considered to be registered officially and liable to the following cancellation policy:

- more than 4 weeks, 100% of the fee is refunded
- 2-4 weeks, 75% of the fee is refunded
- less than 2 weeks, replacements or program transfer only

We will confirm the course opening two weeks in advance of original schedule and reserve the right to cancel or postpone the course should there be insufficient participants