KAIZEN CONSULTING GROUP, LLC

Course Description

Negotiation

The Art in the M&A Deal

Course Overview

Negotiation is an important skill and an integral part of the process of persuading others. Whether one is attempting to reconcile differences in an M&A transaction, a complex alliance between two companies or resolving a labor contract, resolutions are typically sought through negotiations. Hence, given the important role that negotiation plays in our personal and professional lives, it is important to develop and continuously improve our negotiation skills.

This course explores how fundamental negotiation principles and strategies are used in actual M&A transactions. Part I lays out the foundation by describing the different types of negotiation, strategic cornerstones, what makes good negotiators and how to properly prepare for a successful negotiation. Part II explores various strategies and tactics that are commonly used in negotiating M&A transactions and compares and contrasts the techniques used on the sale-side with those used on the buy-side.

Learning Objectives

This course is designed to provide professionals with the fundamental knowledge and techniques to build strong negotiation skills. Experienced professionals from investment bankers to management consultants will find in this training program valuable insights, strategies and knowledge that will allow them to expand their tools to create tangible and measurable value for their clients.

Course Outline

Day 1 – The Art of the Deal
Understanding M&A Negotiation
What Makes a Good M&A Advisors
Negotiation Cornerstones
Issues in M&A Negotiation (
Main M&A Documents
Structuring and Negotiating Fees
Private Company Deal Points Study

Day 2 - Sell-Side Negotiation
The Sale-Side Process
Overcoming DD Challenges
Types of Value in M&A
Value-Price Dynamics
Engineering the Exit
Dealing with Seller Issues
Case Study

Day 3 – Buy-Side Negotiation
Buyer Types and Motives
Linking Strategy and M&A
The Acquisition Process
Valuing and Negotiating Synergies
Deal Structuring
Dealing with Buyer Issues
Case Study

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Course Description (cont.)

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Intended Audience

This training program is designed for investment banking professionals looking to fin-tune their skills, professional who are looking to enter the field and corporate officers looking to familiarize themselves with improving their negotiation skills, particularly in situations involving M&A transactions.

- Investment bankers
- Financial and investment analysts
- M&A advisors
- Financial officers
- CEOs
- CFOs.

Instructor

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The training program is conducted by Enrique Brito, a Managing Director at Kaizen Consulting Group. Mr. Brito has more than 25 years' corporate finance and investment banking experience and has been involved in transactions in the US, Mexico, Venezuela, Colombia, Argentina and Peru. He also has 15 years of experience as a national instructor in the United States in mergers & acquisition, business valuation and negotiation (awarded Instructor of Great and Exceptional Distinction 2003 to 2015). He is a regular contributor to business publications and a speaker at national conferences on M&A topics.

Mr. Brito holds an MBA, with honors, from The American University and a BS degree in Industrial and Systems Engineering from the University of Florida. He also holds professional credentials as a Chartered Financial Analyst (CFA), Certified Valuation Analyst (CVA) and Certified Mergers & Acquisitions Advisor (CM&AA). Mr. Brito is a member of the CFA Institute, the CFA Society of Virginia, the National Association of Certified Valuation Analysts and the Middle Market Investment Banking Association.