

# *Negotiating & Structuring Business Deals* ©

**Objective:** Business is done by companies negotiating and completing business transactions. Unfortunately, many make bad deals for a variety of reasons. Most people in business have never taken a course in deal-making. This course will focus on the factors that should be considered in structuring a “good deal.” The instructor will also provide many negotiating tips.

## **What you will learn:**

- The key points that should be considered in structuring a deal
- Why are some deals “bad deals?”
- What you should do before you start negotiating
- What are the “key ingredients” of a deal?
- How to provide up-front for exit strategies
- Advantages and disadvantages of an alliance
- The key elements of a joint venture
- How to structure a capital infusion from an investor
- How to protect trade secrets and confidential information
- How deals should be documented
- Relevant contract law issues will be reviewed
- Practical tips for negotiating a deal

**CPE:** 4 or 8 hours

**Level:** Basic

**Category:** Technical Consulting

**Prerequisites:** None

**Instructor:** Dennis J. Gerschick

**Code:** NSBD