

What is NegoEconomics?

NegoEconomics is a new way of engaging in negotiations. It uses the asymmetric values and costs that exist between the parties in a collaboration, to attain optimum results with as much as 42% additional value created.

Part of the world's most awarded negotiation strategy



Zero Sum vs. SMARTnership

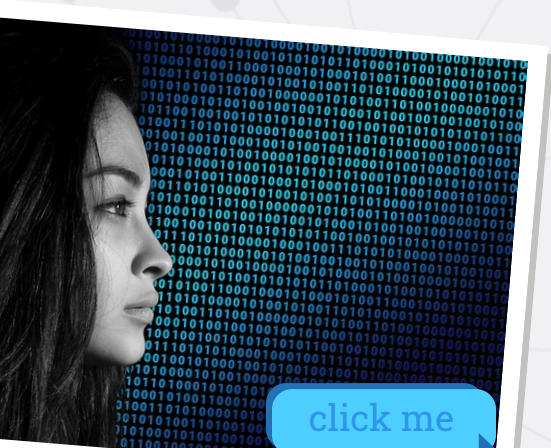
Before discussing NegoEconomics, it is important to understand the key to generating additional value: choosing a strategy.

With a traditional Zero Sum strategy, one party wins at the expense of the other.

SMARTnership is a strategy that utilizes NegoEconomics, where both parties win.



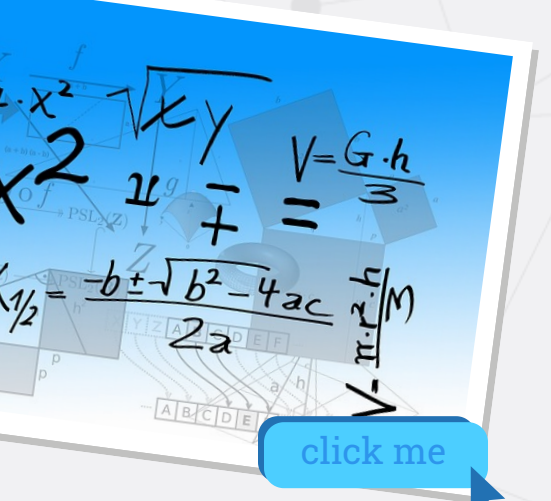
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How is that possible?



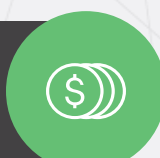
A win-win result is made possible by changing the negotiators' mindsets regarding negotiation: from the traditional adversarial approach to one in which mutual value is created and shared. Both parties make progress and realize gains, but not at each other's expense.

What is required to do this?



Not a lot, really! At the same time, it's not easy. Why? Because we need to change our understanding of negotiation, and become more open and sharing. That can mean becoming more vulnerable, which is never easy. But, by establishing and increasing trust, we achieve superior results.

How much value is typically created?



- Construction contract - 10%-17%
- Buying/selling - 10%-40%
- M&A - 26-38%
- Long term SMARTnership - 13%-42%
- Tender - 5%-22%



What's the background?

Dr. John Nash perfected game theory and later won the Nobel Prize for Economics. That laid the foundation for further development of collaboration theory, and established the theories of SMARTnership and NegoEconomics. That was in Scandinavia in 1976—years before Harvard University's PON project was established.

Since then, more than 35,000 professionals have studied the concept worldwide.

A few of the big companies that trained staff in NegoEconomics



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Now in Contract Management software!



Parley Pro, a technology platform for contract management, has integrated the concept of NegoEconomics into its platform, and created the world's first SMART negotiation tool.



Where and how can I study NegoEconomics and SMARTnership?



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