Mastering Deal Execution
Exploring New Deal-closing Pathways

This program will provide participants with a proven structure for sustainable deal-making in order to drive business growth.

Deals are crucial across business in areas such as M&A, distribution, licence agreements and supply chain management. This programme is based on practical and innovative methodologies for value driven deal making.

Participants will benefit from practical classes, case-studies, break-out workshops, insights and expertise provided by leading members of Trinity Business School and guest experts. The programme aims to enable participants to translate their learning from the course into value added commercial outcomes for their organisation.

Taught Modules
- Principles – understanding the importance of mutual value and the core skills of negotiation and selling
- Planning – strategy, location, human dynamics, due diligence and the deal zone
- Power – information, communicating with confidence, organisational change and readiness
- Players – who you should have on your team and who to watch out for on the other side
- Performance – designing the deal itself, be it M&A or other commercial outcome
- Putting it all to Bed – memorialising and future proofing the deal
- Pay-out or Post-mortem measurement, reviews and continual improvement

Application Criteria
Applicants should be:

- Consulting firm leaders who want to become better at sustainably closing deals
- Key Managers in large companies who are charged with sealing deals/BD/getting sales wins such as commercial managers, finance and procurement managers, sales managers, L&D professionals
- SME Managers who want to drive business growth through innovative deal making
**Who should do this course:**
This programme is aimed at business leaders, including commercial, sales and finance executives. The programme will help participants to optimise their deal and opportunity success ratios in deal making, improve their deal team dynamics, and enhance their deal management systems.

The structure of the programme and the business relationships that will arise will allow participants to learn from each other as well as the programme itself. All participants will become members of the Trinity Business School Alumni network.

**What does the course cover:**
- The programme provides a logical structure from start to finish for a deal-making journey
- A framework for culturally sensitive deal-closing
- The commercial aspects of a deal-closing process are aligned with the core of strategic decision making
- Provides a blueprint for efficient, ethical and enduring business results

**Faculty:**
The Mastering Deal Execution programme is led by Simon Haigh. Simon is an acknowledged expert in deal-closing and associated business strategies. He is a lawyer, professional coach and lecturer in deal making and execution.

Simon has 25 years of international C-Suite legal, strategic and commercial experience including with US technology and Australian resources and utilities multinationals, and leading global law firms in the US, Europe, Australia and Asia Pacific.

He is author of a number of publications, including: Contract Law in an E-Commerce Age (Round-Hall Sweet & Maxwell 2001) and Deal-making for Corporate Growth-the 7PS of Successful Business Deal Execution.

**Fees**
Course fees are €2,500

**Apply**
Applications are currently open for the 2019 course, which will run over 3 days on May 15, 16 and 17
Email: trinity.exed@tcd.ie
www.tcd.ie/business/executive-education/

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**What participants say:**

“Simon Haigh gives us a rich and thoroughly comprehensible framework for making successful deals in business. It’s a step-by-step guide to successful corporate deal making for, as Simon says, ‘anyone who needs to make a deal.’”

Marshall Goldsmith, International Business Coach

“Your approach to deal-making was so relevant and interesting and feedback has been very complimentary.”


“This deal-closing course provides an innovative and systematic 7-step approach to the deal-closing Process.”

David Doyle, Managing Director, B2B Sell

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“This course provides a comprehensive and structured approach for ensuring the best outcome for all parties in a deal.”

Alan O’Neill, Change Agent, Speaker and Business Columnist.