

INK THE DEAL! REGISTRATION FORM
Register Today to ensure availability!

By Phone: Call: 310.372.7632 By Fax: Download and Fax this form to 310.372.0572
By Mail: Download and send the completed form with your check or credit card info to:

MLP
1322 Bonnie Brae St.
Hermosa Beach, CA. 90254-4030

For more information, call 310.372.7632 or email carol@inkthedeal.biz Please check appropriate boxes:

INK THE DEAL! WORKSHOP DATE/ LOCATION

Atlanta, GA
Wednesday, May 5, 2010
SpringHill Suites Atlanta Airport Gateway
Hotel Tel # 770.907.8880

REGISTRATION FEES

First Company Registrant	\$545 _____
Additional Company Registrant	\$505 _____

Name _____	_____ MasterCard	_____ Visa
Title _____	CC# _____	
Company _____	Exp. Date _____	
Address _____	Tel # _____	
City _____	Fax _____	
State _____ Zip _____	Email _____	

Seminar Fee includes: Continental Breakfast, Lunch, coffee, tea, afternoon break, comprehensive reference manual and materials.

REGISTRATION POLICY:

Registration is made upon receipt of check or credit card.

CANCELLATION POLICY:

Cancellations will receive a full refund (less \$30 administrative fee) if received in writing or email seven business days before the workshop. No refunds or cancellations within 7 business days, but registration is transferable to another individual.

***INK THE DEAL!* Workshop Agenda**

- 8:00 am – 8:45 am** **Introduction to Contract and Business Law Terminology.**
- Definition of key terms and examples of their real world application.
 - Explanations of Consequential and Incidental Damages, Indemnity, Implied Warranties, Disclaimers, Remedies at Law, and Limitation of Liabilities.
- 8:45 am – 9:30 am** **Learn the “art” of reading a Contract and how to Identify the Major Issues**
- Taking a global approach in reviewing/ negotiating your Contract: Learning how to focus on the important issues
 - Class Exercise reading a Contract to demonstrate the process
- 9:30 am – 10:00 am** **Discussion of the 3 most Contentious Contract Clauses**
- ***Damages*** and ***Limitations; Warranties; Indemnity***
 - Class Exercises discussing these clauses and approaches to negotiating
- 10:00 am – 10:15 am** **Break**
- 10:15 am – 11:15 am** **Continuation of discussion of 3 most Contentious Contract Clauses**
- 11:15 am – 11:30 am** **Questions and Answers**
- 11:30 am – 12:00 pm** **General Overview of the Major Categories within every Contract:**
- Price/Financial Terms
 - Description of Goods/Services
 - Delivery; Performance; Force Majeure
 - Warranty
 - Termination
 - Risk Allocation clauses (Limitation of Liabilities and Indemnity)
- 12:00 pm – 1:00 pm** **Lunch (included with fee) (Questions and Answers)**
- 1:00 pm – 1:30 pm** **Continuation of General Overview of Major Contract Categories**
- 1:30 pm – 2:15 pm** **Hands-On Analysis of Sales Terms and Conditions and Comparison/ Contrast with Customer proposed Contracts.**
- Class Exercises in reading and analyzing “real world” customer contracts
 - Contrast Buyer contracts/ clauses with Seller contracts/ clauses
 - Anticipating and Addressing your Customer’s Objections
 - Formulating Responses to those Objections
 - Negotiation Approaches
- 2:15 pm – 2:30 pm** **Break**
- 2:30 pm – 3:45 pm** **Continuation of Hands-On Contract Analysis/ Exercises**
- 3:45 pm - 4:15 pm** **Negotiating with your Customers and Internally**
- Negotiating with your Customers
 - Methods to Improve Interaction between the Legal and Business Groups
- 4:15pm – 4:30 pm** **Questions and Answers**