

Effective Negotiation Skills – 2 days

Objective :

- Provide a practical framework for preparing & conducting negotiations and reaching a win-win outcome.
- Practice negotiation skills in several simulated situations, receive constructive feed-back on your behaviours and performance, and identify self-development potential.

Focus :

- Commercial negotiations, typically customer and buyer community.
- Individual and group negotiations.

Comments :

Role plays simulating industrial solution selling situations.

Post-Training Work suggestion :

Use the 'Negotiation Organizer' tool for the preparation and review of future major Negotiations.

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Content / Topic	Activity
Day 1	
1. Introduction : Negotiating vs. Selling, Spirit and Conditions of Negotiation	Plenum Brainstorming : Negotiating - What comes to mind ? Persuading vs. Negotiating ? Conditions of Negotiation ? Link with Selling process.
2. Win-Win vs. Competitive Negotiation , Objective of the negotiation.	Red-Blue Group Exercise. conflict vs. cooperating, building trust. Lessons.
3. Preparation and Planning for Power : Strengths & Weaknesses, the Power Balance	Plenum Brainstorming : Sources of Power, examples and mini situations. Case study: Strengths & Weaknesses (STREAK), influence the power balance.
4. Preparation & Planning practicalities, The Negotiation Organizer – Framework, Phases	Team preparation for Role Play I : Our Objectives, their's, BATNA, Limits, Strategy. Complete the Negotiation Organiser; plan your strategy.
5. Role Play I in pairs / teams , followed by review and self-assessment	Practical Negotiation with observers. Agreement reached ? Apply Negotiation Review Tools. Experience ?
Day 2	
6. Behaviors during Role Play I – Lessons Skilled vs. average negotiators' behaviors	Plenum : Questions on Key Behaviors and common traps, examples. Match with your self-assessment and identify improvement potential.
7. Planning for Effective Bargaining Trading concessions.	Plenum : Do's and Don'ts on bargaining principles & tactics. Application examples.
8. Strategy & Planning for Role Play II : Planning for Power, Negotiation Organizer	Team Preparation of Role Play II : Complete STREAK, Balance of Power, Negotiation Organizer and strategy.
9. Role Play II in pairs / teams , Debriefing & lessons	Practical Negotiation with observers. Feed-Back, Review and lessons; further personal development.
10. Tricks of Win-Lose negotiators & response. Conclusions. Planning post-course activity.	Examples of your worst experience and fear; how to respond. Personal Action for Self-development. Planning for real life Negotiation Organizer.