

# Practicing Negotiation Techniques



## DAY 1

### Method for preparing a negotiation

- Introducing the check-list
  - 1: Outlining my objectives
  - 2: Evaluating the balance of power
  - 3: Analysing the mutual interest in negotiating
  - 4: Defining my strategy.
- Workshop: the suppliers' strategies and tactics
  - 5: Elaborating my behavioural pattern
  - 6: Laying out my control panel.
- Practical case study.

## DAY 2

### Purchasing Negotiation best practices and behaviours

- Presentation of the negotiation stages.
- Stakes, objectives.
- Best practices.
- Negotiation behaviours.
- Intercultural aspects.

## DAY 3

### Real cases coaching

- Workshops: each buyer gives a briefing about a real contemporary or future negotiation situation, and the problems it raises. The other participants and the trainer then help preparing the negotiation by applying the method.
- The most sensitive cases will then be acted out, using the behavioural pattern, the steps of a buying negotiation, and the best practices for each step. The trainer will focus on the behavioural aspects.

### Learning Goals

Following this module, participants will be able to:

- Define negotiation objectives, including different options.
- Develop negotiation scenarios.
- Built alternative solutions (BATNA) to avoid deadlock situations.
- Organise their negotiation plan, taking into account their company constraints, the supplier's expectations and the market situation.
- Deliver the highest results possible, while maintaining long term relationship with suppliers.

### Target group

- Buyers and internal customers who need to conduct or assist in commercial negotiations.

### Methods and tools

- Pedagogical approach : Workshops, Case studies, Video training.
- Tools : Behavioural Pattern, Negotiation Planner, Concessions / Counterparts Matrix.

### Credit for



*This module can also be taken on an independent basis.*

