



The Project and People Company

Make the Workplace Work

Negotiating for Commercial Success

Today more than ever, purchasing, sales and marketing and estates professionals must be knowledgeable about ways to cost effectively purchase and sell goods and services. One clear-cut way of achieving these goals is to improve your negotiating skills. By attending this workshop, you'll "learn by doing" with an experienced facilitator who will demonstrate techniques guaranteed to bring immediate results.

This is two-day workshop with a period in between which will give you a chance to practice your skills. Real-play is also a key element of this workshop and you will be extensively involved in the development, practice, and analysis of your negotiation skills, strategies, and techniques.

You Will Learn:

- Key elements of successful negotiations
- Ways to problem solve before the negotiations
- How time, information, and power can influence outcome
- How to manage internal and external negotiations
- The essentials for Commercial Negotiations

Who Should Attend:

- Purchasing managers and agents
- Buyers and senior buyers
- Marketing personnel
- Estates managers
- Management personnel with functional responsibility for the purchase of goods and services

Preparation

- A Preparation Sheet should be completed by each participant

Self-Study

Each participant will create a Negotiation Plan for a particular scenario, based on their own negotiation environment. The Plan will be presented on Day 2 and used to form the basis of 'live' negotiations.

Agenda Day 1

Module 1 Definition of Negotiation

- The primary components of all negotiations
- Preparation
- Opening Positions
- Bargaining
- Movement
- Closing

Module 2 Negotiation Strategy

- Use of strategy and techniques
- Tactics, Tips and Threats

Module 3 Identifying Negotiation Styles

- The major styles of negotiation
- Interpreting negotiation styles
- Identifying and adjusting your style
- How styles interact

Module 4 Pre-Negotiation Planning

- The People
- The Interests – Stakeholder mapping
- The Tradables and Zones
- The Style
- The Targets
- The BATNA

Agenda Day 2

Presentation of Negotiation Plan and Negotiation Sessions

Module 5 The Three Dimensions of Commercial Negotiations

- Sales and Procurement
- The Third Dimension

Module 6 Negotiation Power

- What you bring to the table
- Where the negotiation takes place
- Experience of the negotiators
- Your authority to close the deal

Module 7 Negotiation 'inside out'

- Stakeholder Management
- Compare internal and external negotiations

Module 8 Assessment of Negotiations

- Measuring your effectiveness
- Observing your own style
- Post-negotiation review