

Practical Negotiations – 2 days

Overall Goal

This workshop is designed to equip participants with the key knowledge and skills needed to negotiate successfully.

Objectives

In this highly interactive workshop you will:

- Learn how and when to use negotiation
- Follow a clear process to negotiate in any business situation
- Use the right tactics to handle any negotiation situation
- Practice to be more persuasive in your negotiations

We use the Harvard Business School Model of Negotiation, which is adopting one of two stances 'Positional or Principled' this is coupled with Professor Gavin Kennedy of Herriott Watt University approach to Negotiation and Neil Rackham's behaviors within a Negotiation.

The workshop is built around a 5-step process and participants will gradually learn how to best apply all 5 steps to their negotiations.



Workshop content

- The Negotiation Process from a “buyers” and “sellers” perspective
- Types of Negotiation
- Identifying your Likes-Intends-Musts
- Identifying your concessions and variables
- Preparing a BATNA
- How to conduct a discussions during the negotiation
- How to package proposals
- How to receive proposals
- How to give and deal with concessions in a negotiation
- How to handle conflict within the negotiation
- How to deal with stalemate
- How to lead the negotiation
- Negotiating on Price
- Negotiating on service
- Analyzing communication styles and tactics
- How to follow up after the Negotiation

Training Methodology

The workshop is delivered in a positive, enthusiastic, energetic and stimulating manner using tutor led input, discussion and case plays where the participants prepare and then role play different negotiations. The case plays progressively become more complex and difficult throughout the day and are linked to the 5 Step process of negotiation.

Assessment and Measurement

After each case play we take extensive time for individual and group feedback, which each participant should incorporate into their action plan and make use of during the remaining of the course.

Participants will be using a 'Planning Sheet' for every case play, which will enable them to focus while they prepare and also review the outcome of each case play in a critical manner. The aim is, that the participants will use the 'Planning Sheet' as ongoing tool and memory aid, once they are back in their real world.

At the end of this workshop, the participants are able to identify and recognize the key behaviors and skills to enable them to negotiate more effectively and as a final part of the workshop, participants have to fill out an action plan based on what they have learnt during the 2 days.

Follow- up and Coaching

At the end of each course, evaluations will be collated and can be reviewed for performance management purposes. The program starts with a two-day training workshop. In order to reinforce the learning VIRAK can, on request, include a one-to-one follow-up session 6-8 weeks after the course, where progress will be ascertained and future development discussed.

VIRAK can also assist and/or coach with the preparation of negotiations.