

# Subject : Negotiation

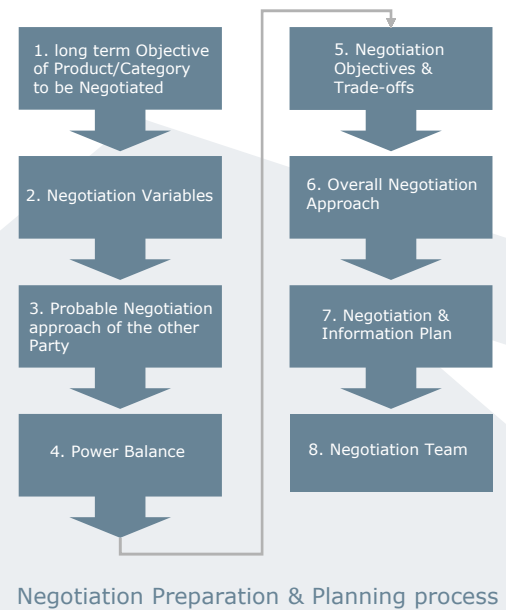
## Negotiation Tactics

### Program overview

- 2 hours e-learning
- 2 days classroom

Success comes with setting clear and ambitious goals for oneself and the organization, and then having the ability to persuade others to agree and to want to achieve them. Negotiation is a process to reach that agreement. Almost every event in business and domestic life can present the situation where your point of view is different from the other's party – so it's up to you to be able to get them round to your way of thinking. To guarantee success and accomplishment in your role, you must be proficient in negotiations.

The Negotiation Tactics program focuses on the development of negotiation skills and appreciating the tactics available. Based on the negotiation style, participants will learn to use various styles depending on the situation.



### Target Audience

#### This program is intended for employees:

- with a bachelor or master degree (or on equivalent level via work experience) with at least 2 years of purchasing experience;
- who have a need to improve their negotiation skills, and increase the toolbox of useful negotiation tactics in order to be more effective within the own organization;
- who have already participated in a commercial negotiation training.

### Objectives

#### Through this program participants will be able to:

- improve their skills and confidence in negotiations by preparing negotiations more effectively;
- use a variety of negotiation tactics depending on the negotiation situation;
- understand how to negotiate differently based on the product positioning (Kraljic portfolio);
- become more effective in handling tough salespersons, without ruining the relationships;
- improve personal negotiation style;

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Content: E-learning, 2 hours

1. Negotiation process
2. Preparation & Planning

Content: Classroom, 2 days

- Introduction to negotiation process
- Negotiation principles (a.o. Harvard project principles)
  - ◇ BATNA
  - ◇ LIM
  - ◇ Positions versus interests
- Negotiation preparation & planning (see figure)
  - ◇ From business objectives to negotiation variables
  - ◇ Negotiation strategy
  - ◇ Power balance
- Negotiation skills
  - ◇ Differentiated negotiation styles
  - ◇ Negotiation tactics
  - ◇ Negotiation counter tactics