

Collaborative Negotiations

Process and Psychology

What's it about	<p>This 2 day programme which follows on from the Selling and Influencing Module. It is a highly practical and enjoyable programme designed to explain the process and psychology of negotiation and takes the delegates on a journey through that process from planning to formal execution. This workshops looks at how to value the deal you plan to get, how to position the deal and what tactics to use to optimise your chances of success. It helps you to evaluate the deal you actually achieve vs. the original plan and spot the causes of lost ground and tactics used against you</p>
Objectives / Outcomes	<ul style="list-style-type: none">• To understand the process of negotiation• How change the power and use or protect yourself against tactics• How to build the best shopping lists and currency lists• How to create a compelling story for the customer [internal or external] which will deliver the maximum commercial edge whilst using the minimum possible concessions
Approach	<p>Scenarios are given out to participants and they have to calculate key financial ratios once they have been taught how to do so. A fun test is given at the start of day 2 to ensure everyone is in the same place with the learning before day 2's activities start. Customer annual reports are then issued and key metrics analysed and benchmarked in order to gain insight of the customer. This leads to a facilitated thought provoking discussion about the impact to YOUR business in using this methodology</p>

Target Audience

- Primary Audience: Sales Managers, NAMS, NAEs, ADMs, ADEs, RSM's, Mktg Depts, Purchasing Depts
- Secondary Audience: Anyone who has a desire to understand how finance works and how it impacts on business strategy

Programme overview

Part 1: The program starts with a group discussion about difference between selling and negotiation. An overview of the negotiation process is given and specific 'language' is introduced to be adopted throughout the course. Next we look at a number of tactics that commonly occur in the cut and thrust of the meeting itself. This is followed by the theory of the 6 steps of the negotiation Planning. The groups work through their practical examples using easily accessible templates.

The new process is then brought to life using a real life negotiation between the 2 groups, where they follow the negotiation planning process. Clear detailed feedback is provided by the facilitator

Part 2: Individual role plays. This Day is spent developing a very specific negotiation with a customer from the delegates own day job. The new skills are practiced by role-play with the facilitator. The rest of the delegates evaluate the negotiation against clear criteria which test knowledge and aids embedding of the skills with additional tips and ideas explored to improve the result even further

Logistics

2 day face to face workshop or 4 half days online
Maximum number of participants for class: 8