

Topic: Negotiation

Course: **NEGOTIATION**

### General information

#### ◆ Aim of the course

To master how to communicate when negotiating.

#### ◆ Learning goals

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

#### ◆ Audience

Buyers at any level who wish to learn how to use cost breakdown and the TCO decision-making tool to better negotiate price reductions with suppliers.

#### ◆ Prerequisites

- A good command of English or French
- Have the necessary [technical equipment](#) to follow online courses.

#### ◆ Learning mode & pedagogy

- 1) **Theoretical e-learning** through individual self-paced sessions. This first step has to be considered as the essential pre-work for:
- 2) **Learning application in online group classes.** Participants use actively their knowledge and put it into practice in workshops, role-plays, case studies, presentations and debates.

Theoretical learning content - Estim. duration: 5 hrs \*

3 mandatory e-modules (\* 1 hr)

##### 1. Value Exchange in Negotiation

Draft the value exchange expected by using the comb.

##### 2. Offensive /Defensive Negotiation

Understanding the balance of power in negotiation  
Being offensive or defensive in negotiation.

##### 3. Backing Negotiations with a BATNA

Creating a BATNA based on the negotiation context  
The different types of negotiation tactics.

11 optional e-modules (\* 4 hrs)

#### Negotiation communication:

##### 1. What is body language?

Interpreting body language

##### 2. Deciphering body language

Voice, culture, emotions and consequences

##### 3. Conditioning in negotiation

Understanding conditioning, How to, Leveraging it

##### 4. Settings

The different types of negotiation channels

##### 5. The 5-step communication process

Managing the transitions between the various steps

##### 6. Credibility & first impressions

Being credible when negotiating, the impact of first impressions

##### 7. Listening

Retaining information, how/what to listen, Active listening

##### 8. Concluding a negotiation

How to do it with/without a deal, analysing your performance

##### 9. 3 basic types of argument

Factual, emotional, & rational

##### 10. Introduction to culture

Introducing cultural traits

##### 11. Introduction to Emotional Intelligence

Definition & The different layers of emotional Intelligence



### Dates of first & last classes

In **English**: from 20 May to 3 June 2025

In **French**: from 19 May to 2 June 2025

### Programme of the trainer-led classes | 3,5 hrs x 3

#### I. Negotiation

- Introductory case through a role-play & debriefing
- Lecture: phases in negotiation
- Workshop: negotiation control panel
- Discussion & review of the topic

#### II. Negotiation Value Exchange & Role-play

- Quiz on the preview session
- Role-play with the use of the control panel: how to build it and use it
- Lecture & discussion on key aspects of a negotiation preparation
- Lecture & discussion on the non-verbal communication
- Workshop on best practices in Negotiation:
  - Setting up the context
  - Listening
  - Building credibility
- Lecture on Cultural aspects
- Discussion & review of the topic

#### III. Communication in Negotiation

- Lecture on the importance of body language in a F2F negotiation
- Workshop on the 3 basic arguments
- Discussion & role-play on cultural traits and emotional quotient
- Conclusion and final quiz to validate the understanding of the course