Topic: Negotiation

Course: **SOFT SKILLS FOR HARD NEGOTIATIONS**

General information

◆ **Aim of the course**

To be able to create value in difficult negotiations, adopt the relevant tactics, and adapt their behaviour.

◆ **Learning goals**

- Convert a purchasing strategy in negotiation points
- Exchange value and create value gains for both negotiating parties
- Build a tactic
- Customise the behaviour to the intended tactic.

◆ **Audience**

All professionals involved in complex negotiations.

◆ **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: 3 hrs

8 e-modules:

1. Value Exchange in Negotiation
   Draft the value exchange expected by using the comb

2. Conceding & Obtaining Value
   Creating value through clever concessions,
   Aligning the values of exchange between the 2 parties

   Building Tactics: 3 parts

3. Offensiveness in Negotiations
   Define your offensiveness on each negotiation point, by comparing its criticality for both parties,
   See how a BATNA can change your offensiveness

4. Time & Team Management in Negotiation
   Manage Time: adapt the speed & length of your negotiation,
   Manage Team: adapt the composition of your negotiating team

5. Behaviours in Negotiation
   Have tact: adjust your behaviour according to the situation,
   Manage postures in the negotiation

   Behaviours in Negotiation: 3 parts

6. Understanding the nature of behavioural reflexes

7. Why NLP? - Typologise behavioural reflexes in 4 types - Discover verbal-vocal-body reflexes.

8. Detecting the dominating/seducing/evaluating/avoiding reflexes in the verbal & body language.

Programme of the trainer-led classes | 3,5 hrs x 4

I. Negotiating value
& behaviour needed for the value objective

- Negotiation role-play & debriefing: Value objective & tactics
- Discussions:
  - Value exchange, value creation, ZOPA/MDO/LAA
  - Concessions & counterparts, value claiming, and anchoring
- Workshop on negotiation cases
- Trainer's synthesis of the course

II. Negotiation styles

- Negotiation role-play & debriefing: tactics & styles:
- Lecture on models of tactics & influencing styles
- Workshop based on complex cases & presentation
- Practice: participants self-reflect on questions to assess their profile
- Trainer's conclusion

III. Influence in negotiation

- Discussion on emotional intelligence & emotional styles
- Role-play on Influence in negotiation:
  - Negotiation in front of stakeholders
- Diagnosis: the "goods & the bads" of the previous exercices
- Discussions & brainstormings on:
  - Communication opportunities in negotiation
  - The importance of questioning & listening during a negotiation
- Practice: participants reflect on an assessment of their profile
- Trainer's conclusion.

IV. Intercultural negotiations
& Negotiator personal profile

- Role-play on intercultural negotiations:
  - Cultural gaps and their impacts on the negotiation outcome
  - The intercultural theory
- Discussions:
  - Variety of negotiator profiles & Compatibility level of profiles
  - The model to prepare and lead a negotiation
- Participants' feedback on the course & trainer conclusion

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