

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 / 2 sessions per language:

In **English**: from 20 May to 03 June 2025
from 24 June to 08 July 2025

In **French**: from 19 May to 02 June 2025
from 23 June to 07 July 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