

Theme: Negotiation

Course: **VALUE NEGOTIATIONS**

General information

◆ Aim of the course

This course is designed to enhance the negotiation skills of procurement professionals, equipping them to achieve more favourable and sustainable agreements with third parties.

◆ Learning goals

- Develop a comprehensive understanding of a negotiation conceptual framework to effectively prepare, conduct, and analyse negotiations
- Learn to prepare negotiations with a focus on creating and capturing value
- Know how to improve the negotiation mandate before entering negotiations
- Manage the negotiation process to maximise opportunities for value creation and value capture.
- Understand personal behavioural patterns and cultivate flexibility to adapt to different negotiation scenarios
- Enhance communication skills to improve clarity, influence, and collaboration during negotiations.

◆ Audience

Any procurement professional in charge of negotiating business deals with external parties.

◆ Prerequisites

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

◆ Learning mode & pedagogy

Detailed opposite.

Programme details in face-to-face mode

In online mode, the same content is organised into four classes of 3.5 hours each.

I. Launch webinar - 1 hour

- Discovering the learning journey and the NegoProfiler©
- Sharing expectations
- Introduction to the group

II. Pre-learning – Estimated duration 2,5 hours

4 e-modules:

- Value exchange in negotiation
- Cooperative / non cooperative approach
- Introduction to behavioral reflexes
- Backing negotiation with a Batna

Self assessment using the NegoProfiler © :

- Core values
- Negotiation practice self assessment
- Preferred listening modes
- Influencing styles



Hybrid: F2F sessions : 18 & 19 Nov. 2025 - Webinars dates:TBC

: 09, 16, 23 & 30 Sept.2025 (3,5 hrs x 4)

Hybrid: F2F sessions : 07 & 08 Oct. 2025 - Webinars dates:TBC

II. Day 1 Face-to-face - 7 hours

- Debriefing negotiation practice
- Role play #1
- Debriefing: differentiate approaches in negotiation and main concepts
- Negotiation in a purchasing context: when, what , how
- Creating Value with suppliers
- Effective preparation using the toolkit
- Roleplay #2, Debriefing
- Negotiation meeting management best practices
- Key learnings from day 1 and preparation of personal action plan

III. Day 2 Face-to-face - 7 hours

- Which kind of listener are you ?
- Workshop : Questioning techniques
- Workshop: Making effective demands
- Workshop: Improving client account attractiveness to suppliers
- Dealing with typical objections
- Role play #3
- Post negotiation actions
- Key learnings from day 2 and peer to peer coaching sessions preparation

IV. Feedback webinar – 1,5 hours

- Review action plan successes and challenges
- Brainstorming on overcoming challenges and capitalising on successes