

Learning Objectives



To master how to communicate when negotiating.

- 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.

General information



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.



Modalities

Theoretical e-learning through individual selfpaced sessions. This first step has to be considered as the essential pre-work for.



Learning application in online group classes. Participants use actively their knowledge and put into practice in **workshops**, **role-plays**, case studies, presentations and debates.



Graduation

Digital certificate of attendance

Programme of the trainer-led classes

3x



I. Negotiation

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

II. Negotiation styles

- 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.

Self-learning



8 e-modules



• Value Exchange in Negotiation

Draft the value exchange expected by using the comb..

• Offensive/Defensive Negotiations

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

• Negotiation communication 4: Settings

Different types of negotiation channels: Impact of meeting room settings - Impact of time settings - Impact of team & mindset.

• Negotiation communication 5: communication processes

The 5 step communication process: Managing the transitions between the various steps.

• Backing Negotiations with a BATNA

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

• Negotiation Communication 8: Concluding

Closing a negotiation - with or without a deal - Best practices to close a deal - Implementing the deal & analysing your performance.

• Negotiation Communication 1

What is body language? - Interpreting body language

• Negotiation Communication 2

Deciphering body language : Body language & voice - Body language & culture - Body language & emotions & consequences.