

## Learning Objectives



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

- 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.

## General information



### Audience

All professionals involved in complex negotiations.



### 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



### I. Negotiating value

- 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 exercises
- **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

## Self-learning



### 8 e-modules

#### • Value Exchange in Negotiation

Draft the value exchange expected by using the comb..

#### • Conceding & Obtaining Value

Creating value through clever concessions, Aligning the values of exchange between the 2 parties.

#### Building tactics: 3 parts

#### • 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.

#### • Time & Team Management in Negotiation

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

#### • Behaviours in Negotiation

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

#### Behaviours in Negotiation: 3 parts

#### • Understanding the nature of behavioural reflexes.

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

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