

Mastering the Art of Negotiation: Advanced Negotiation Skills

BENEFIT	<p>This training brings a unique perspective on conducting interest-based negotiations, based on the “Harvard Negotiation Project”. It will help the participants to create greater value in both internal and external negotiations as well as enable them to reach their goals in challenging negotiations with "hard bargainers".</p>
CONTENTS	<p>Getting the show on the road</p> <ul style="list-style-type: none"> ▪ Why a “Total-Cost-Of-Ownership”-Approach in negotiations helps you to make more intelligent and profitable deals ▪ Important background information and preparation topics ▪ Argumentation strategies in challenging negotiations ▪ How to beat suppliers with their own figures ▪ How to create a Z.O.P.A., if it does not exist ▪ How the AIDA-Principle helps to reach an agreement ▪ Be aware of your strengths: 10 types of power in negotiations <p>Types of negotiators and negotiation styles</p> <ul style="list-style-type: none"> ▪ Negotiation styles and their impact on the outcome of a negotiation ▪ Partnership or Pressure: How to deal with hard bargainers? ▪ The most popular tricks and manipulation techniques of vendors ▪ The power of positive relationships in challenging negotiations <p>How to Negotiate True Win / Win Agreements</p> <ul style="list-style-type: none"> ▪ The “Harvard Negotiation Project®: Advantages and limits ▪ The “Iceberg-Strategy®”: 5 steps to achieve cost reductions ▪ Identifying the true needs and interests in order to create options that will satisfy both parties ▪ Reading and dealing with gestures, feelings and mannerisms ▪ How to communicate better: Verbal and non-verbal elements ▪ Inquiring, testing assumptions and building understanding ▪ Suspending negotiations: When, why, possible benefits & risks ▪ How to negotiate with monopolistic suppliers: 3 effective strategies ▪ The Top Ten Abilities of professional negotiators
DURATION	2 days (Training No. VF02-US)
TARGET GROUP	Strategic purchasers, purchasing managers
TRAINING METHODS	Input, discussions, teamwork, role plays with video-feedback
REQUIREMENTS	Basic negotiation skills