

# THE PRIMARY GOAL OF NEGOTIATION IS NOT TO WIN, BUT TO FIND A WIN-WIN SOLUTION!

- ✓ Are you in a position where you frequently interact and negotiate with customers, suppliers, and partners both inside and outside the company, such as sales, purchasing, human resources, or project team leader?
- ✓ How can the company's interests and goals be met in a negotiation while still achieving an agreement and developing long-term relationships with partners?
- ✓ How can we obtain the best possible agreement even when we are in a "weak position" in a negotiation?

"Successful Negotiation Skills" course will provide you with the knowledge, tools, and strategies to help you take the initiative in all negotiations with your partner while also developing good business relationships.

## SUCCESSFUL NEGOTIATION SKILLS (2 DAYS)

~ Key abilities that will help you succeed in your profession and your organization thrive ~

### Target

- Employees and managers of the sales department
- Employees and managers of purchasing department
- The project team leader and all positions regularly interact with customers and external partners.

### Objective

- Recognizing and comprehending the significance of the professional negotiation process in work and business activities.
- Understand how to determine position, value, and relationships in order to negotiate for Win-Win outcomes.
- Understand the various types of partners in order to develop an effective approach and prepare for the negotiation.
- Create compelling arguments for partners, customers, and the principles of concessions without loss.
- Use a variety of negotiation techniques and strategies in a flexible manner.

### Content

#### **Part 1: Overview of negotiation**

- The concept of negotiation
- Through the offer, clearly define the other party's needs.
- The Fundamentals of Negotiation
- Necessary skills of an effective negotiator with customers (internal & external), partners, suppliers,...
- The importance & benefits of negotiating with individuals and organizations
- Define negotiation styles
- Principles to keep in mind when negotiating

#### **Part 2: How to Prepare for a Successful Negotiation**

- Step 1: Assess the power of the two parties when negotiating
- Step 2: Evaluate the level (variable) between the two parties when negotiating
- Step 3: Identify the negotiating zone ZOPA.
- Step 4: Establish a meeting and negotiation schedule.

#### **Part 3: The Negotiation Meeting's Implementation Process**

- Step 1: Set the scene – make a connection between two parties
- Step 2: Determine and identify the needs of the other party in the negotiation.
- Step 3: Make a proposal using your negotiation skills.
- Step 4: End the negotiation

#### **Part 4: Tactics and Strategies for Negotiation**

- Important considerations in selecting the best negotiation strategy
- Identify the types of advantages in negotiation and when to use them
- 36 strategies for negotiating
- How to employ and respond to each tactic
- Some strategies to employ when you're in a precarious situation
- The concessions principle
- Points to consider before concluding negotiations

#### **Part 5: Action plan**

※ The above content is subject to change without prior notices.

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