

The Strategic Negotiator (Code: TSN)

Evolution-U Executive Negotiation Business Suite

1 Day Course - Foundation



The Evolution-U Executive Negotiation Business Suite is a focused offering of engaging soft skills trainings, providing usable tools for measurable performance gains praised by our clients

Course Outline

This one day training provides a comprehensive introduction to the principles of negotiation leveraging of well researched Harvard negotiation theory and supported by role play and case studies. The role plays are a critical component of the training, giving participants a common point of reference from which to build the theory and apply to relevant business situations. By introducing essential negotiation principles such as effective pre-negotiation preparation, how to develop negotiation power, when to make the first offer and how to create and claim value, participants develop the tools required to enter negotiations confidently and improve their chance of successful outcomes.

Learning Objectives

By taking this course, participants will;

- Understand the dynamics and underlying principles of negotiation
- Learn the four components of principled negotiation;
- Become proficient in pre-negotiation preparation;
- Negotiate one-on-one by role play designed to support the learning of negotiation process and building a framework for negotiation;
- Understand how to build negotiation power, the negotiation concepts that deliver negotiation power, and how to apply the concept to the 3-step negotiation framework;
- Learn the theory behind whether to make the first offer;
- Discuss common business negotiation mistakes;
- Become a confident negotiator with a well-structured approach to the process of negotiation and a series of tools that can be applied in most situations.

The course delivery consists of trainer led presentation with video support, group breakouts, exercises and case studies. Open class discussion is encouraged to allow participants to learn from experience and best practise of others.

Course Content

1. The Underlying Principles of Negotiation

The need to negotiate effectively increases with seniority however many senior executives lack basic negotiation skills training and default to positional negotiation which destroys value and damages relationships. The opening section of the training introduces the underlying principles and dynamics of negotiation giving participants reference points for alternate styles including hard vs. soft negotiation, positional bargaining, and collaborative vs. competitive formats.

2. Preparing for Negotiation

Benjamin Franklin once said "By failing to prepare you are failing to prepare" – these sentiments could have been written about the process of negotiation. Best practises for negotiation preparation are introduced and discussion encouraged on how to apply these to the participants business situations.

3. The 4 Components of Principled Negotiation – Part 1

Principled negotiation was developed by Roger Fisher and William Ury of the Harvard Negotiation Project and is the most referenced negotiation framework for academics and professionals alike. The four underlying components of principled negotiation are studied after which participants conduct the first role play exercise.

4. Role Play # 1

Participants conduct an entry level role play where they are first given time to prepare and apply the components of principled negotiation. Post-negotiation analysis forms an important element of this section whereby the class and instructor share insights. Important negotiation principles are introduced which helps develop a structure to the process of negotiation.

5. Negotiation Power

This section introduces one of the most important concepts in negotiation theory; how to generate negotiation power. Many people think that negotiation power comes from wealth, military strength or connections. While these may help, they are not guaranteed to give negotiation power. Real negotiation power comes from having acceptable alternatives to the deal being offered, a term known as BATNA or “Best Alternative to a Negotiated Agreement”. In this section BATNA and other important principles are introduced and studied, using the role play as a common point of reference to build a reliable, repeat negotiation framework.

6. When to Make the First Offer

Many negotiators exhibit a lack of understanding on whether they should make the first offer. Fortunately, well developed principles exist which are discussed and referenced using a case study specifically developed for to allow participants to brain storm the theory behind when to make the first offer and how to respond to first offers.

7. Common Business Negotiation Mistakes

Research has revealed a series of common business negotiation mistakes caused by psychological bias which even experienced negotiators can make. By being aware of these traps we can avoid them. Case study is used to demonstrate the common negotiation mistakes.

8. Role Play # 2

The second role play is a more complex multi-variable scenario designed to challenge participants to use the content and skills covered so far. A longer preparation time will be given and candidates are guided by a “Negotiation Preparation Outline” in the course manual for guidance as they prepare. Post-negotiation analysis allows key concepts to be revisited and Q&A supports the application of the principles into the participants business world.

9. Conclusion & Summary

A review of the two day course content with Q&A time allocated to cover any remaining areas participants would like to cover.

This training course is fully certified by Evolution-U.
For more information & reservations please contact Jessica
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