

## Developing Negotiation Power (Code: DNP)

### Evolution-U Executive Negotiation Business Suite

1 Day Virtual or Classroom Format - Advanced



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

Originally developed as a fully on-line and on demand e-learning introducing 12 powerful tactics for developing negotiation power and shifting the balance in negotiations where one party is perceived to hold all the cards, this one day classroom or virtual instructor led version covers 10 of the 12 tactics using role play and case study to demonstrate their value. Using a combination of Harvard negotiation theory, research in the field of corporate psychology, and the extensive business experience of the author, this training provides advanced negotiation tactics that only experienced and well trained negotiators consciously utilise. Awareness of these skills and the ability to apply them can make the difference between a successful negotiation, and the other side walking away with most of the value.

### Learning Objectives

By taking this course, participants will;

- Learn 10 powerful tactics for developing negotiation power irrespective of their perceived hand in a negotiation;
- Develop a highly analytical mindset for pre-negotiation preparation which supports value creation;
- Use techniques that support relationship building for long term business partnerships that allow each party to take value from each negotiation and build trust;
- Participate in case studies and role play to gain valuable hands on application experience of the principles taught;
- 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 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

#### **Strategy #1: When and how to use the 5 Negotiation Formats**

There are five principle negotiation styles. Understanding when to use each and recognising which you are facing, and how to respond to it, is an important step in effective negotiation preparation and operating with negotiation power.

#### **Strategy #2: Negotiation Preparation; The Expansive Approach**

Negotiation is an information game and effective pre-negotiation preparation using an expansive approach is critical if we are to operate from a position of strength.

#### **Strategy #3: Getting beyond price**

What's really driving decisions? It's rarely purely price. The ability to move discussions beyond price and uncover other factors that generate value for the client is a major source of developing negotiation power.

#### **Role Play: A Virtual Delay**

Participants conduct an entry level role play where they are first given time to prepare and apply the principles taught so far. Post-negotiation analysis forms an important element of this section and the role play is referenced throughout the remainder of the training as new concepts are introduced.

**Strategy #4: BATNA & Bottom Line**

BATNA is arguably the single most important concept in commercial negotiation. Knowing when to walk away and how to generate more compelling options is at the very core of negotiation power, yet most negotiators spend little to no time considering or developing their BATNA!

**Strategy #5: Challenge your Assumptions**

One of the biggest errors negotiators make is to not challenge their assumptions sufficiently. Asking the right questions and developing a strategy to do so both before and during negotiations can swing the negotiation power dial back in your favour.

**Strategy #6: The Constituency Concept**

We are rarely negotiating only for ourselves. Usually, we represent a hidden constituency and when used correctly, this can be a source of negotiation power.

**Strategy #7: The Fixed Pie Mindset**

One of the most common negotiation failures of inexperienced negotiators is that they adopt a fixed pie mindset. This closes the door to creating value and leaves more experienced negotiators in a prime position to claim more value than their position may merit.

**Strategy #8: Dovetailing Interests**

The ability to step back from a negotiation and analyse not only what is currently on the table, but also what is off the table, can lead to interests being uncovered which allow us to play comparative advantages in our favour and develop negotiation power.

**Strategy #9: Making the First Offer**

Most people's opinion on whether or not to make the first offer is based on feel and not analysis. Negotiation theory gives us clear guidance regarding this much debated "to do or not to do" and in so doing allows us to negotiate with more composure and authority.

**Strategy #10: Using ZOPA to your advantage**

The concept of ZOPA combines the analysis on BATNA and Making the First Offer. An understanding of the ZOPA provides a robust tool that can be applied in both negotiation preparation and actual negotiation to improve our ability to claim value.

**Case Study**

A generic or customised (at the client's option) case study will be given to participants to analyse in groups. Each group will then present how they would apply the techniques taught to the scenario detailed in the case study.

**Negotiation Power Skills Review**

The final session allows participants to develop their own personalised strategy for taking value from the training by identifying the techniques they will incorporate into their personal negotiation technique in order to maximise the value from attending the training.

This training course is fully certified by Evolution-U.

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