

Topic: **NEGOTIATION**
 Course title: **NEGOTIATION**
 Session date: From 11 November to 17 December 2021
 Level: **Beginner**



◆ **Aim of the course**

By the end of this course, participants will be able to master how they communicate when negotiating.

◆ **Learning goals**

- Define negotiation objectives, including different options.
- Develop negotiation scenarios.
- Built alternative solutions (BATNA) to avoid deadlock situations.
- Organise their negotiation plan, considering their company constraints, the supplier's expectations and the market situation.
- Deliver the highest results possible, while maintaining long term relationships with suppliers.

◆ **Target group**

Buyers at any level who wish to learn how to use cost breakdown and the TCO decision-making tool to better negotiate price reductions with suppliers.

◆ **Course Structure**

The **COMMUNICATION FUNDAMENTALS FOR NEGOTIATION** course contains **1 Awareness session**, **3 Chapter including 14 e-modules** (amongst which 5 are optional), **other material** (readings, videos...) and **2 Virtual Classes**. **The self-study e-modules must be completed BEFORE attending the related Virtual Class**. Please, see the programme below:

Awareness session	Content		Duration	Total length
Negotiation	• Fundamentals of Negotiation		210 min.	Hr:Mn 18:00
Chapters	Self-study e-Modules		Durations	
	Nber	Names	Self-study	Virtual Classes
Negotiation Value Exchange (role-play)	6	<ul style="list-style-type: none"> • Analysing the negotiation's value exchange • Analysing the balance of power to be offensive or defensive • Adjusting the negotiation settings • Following a 5-step communication process • Creating a BATNA based on the negotiation context • How to successfully conclude a negotiation 	180 min.	210 min.
Conduct in Negotiation	2 + 3	<ul style="list-style-type: none"> • Introducing body language • Deciphering body language <p>Optional:</p> <ul style="list-style-type: none"> • Conditioning the other party before they start negotiating. • Credibility & the impact of 1st impressions on negotiating • The importance of listening 	150 min.	
Communication in Negotiation & Nego Role-play	1 + 2	<ul style="list-style-type: none"> • Identify 3 basic types of arguments <p>Optional:</p> <ul style="list-style-type: none"> • What's a cultural trait? • Introduction to Emotional Intelligence 	120 min.	210 min.