




NEGOTIATION – Negotiation preparation

Beginner		Available languages:   	Fee: € 450
e-Module titles	Objectives	Content	
NEGOTIATION FUNDAMENTALS	This module aims at understanding all the elements required for efficient negotiation preparation: - the 5-step negotiation process - using the control panel to prepare the negotiation - understanding & identifying negotiation power	1. The 4 basic negotiation beliefs 2. The 5-step process 3. The negotiation planner 4. Negotiation power	
VALUE EXCHANGE IN NEGOTIATION	This module aims at understanding all the elements required for efficient negotiation preparation: - using the comb to draft the value exchange expected	1. Draft the value exchange expected by using the comb	
BACKING NEGOTIATIONS WITH A BATNA	This module aims at understanding all the elements required for efficient negotiation preparation: - understanding what a BATNA is & its importance in the negotiation preparation - identifying the 4 negotiation tactics which correspond to the negotiator's level of strength & offensiveness	1. Creating a BATNA based on the negotiation context 2. The different types of negotiation tactics	
BUILDINGS TACTICS (1): Offensiveness in negotiations	This module aims at understanding all the elements required for efficient negotiation preparation: - using the cube to balance the negotiator's risk vs opportunities - how using a BATNA impacts the negotiator's level of criticality	1. Define your offensiveness on each negotiation point, by comparing its criticality for both parties 2. See how a BATNA can change your offensiveness	
NEGOTIATION COMMUNICATION (4): SETTINGS	This module aims at understanding all the elements required for efficient negotiation preparation: - choosing the appropriate negotiation channel - how to play with the negotiation variables (room settings, time, team & mindset)	1. Different types of negotiation channels 2. Impact of meeting room settings 3. Impact of time settings 4. Impact of team & mindset	
NEGOTIATION COMMUNICATION (5): 5-step communication process	This module aims at understanding all the elements required for efficient negotiation preparation: - Identifying the 5 steps of the negotiation communication process & mistake to be avoided - How to successfully move from one step to the next.	1. The 5-steps communication process 2. Managing the transition between the various steps	