



Practicing Negotiation Techniques

Shanghai 14-15-16 June and 29-30 Nov, 1 Dec 2017

Beijing 13-14-15 September 2017 – Wuhan 15-16-17 March 2017

Learning Goals

By the end of this module, participants will be able to

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

Methods and Tools

- Pedagogical approach : Workshops, Case studies, Video training
- Tools : Behavioural Pattern, Negotiation Planner, Concessions / Counterparts Matrix

Target Group

- Buyers and internal customers who need to conduct or assist in commercial negotiations

Duration

- 3 days

Training location

- Shanghai Beijing Wuhan - China



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Phase Content

Day 1

Method for preparing a negotiation

- Introducing the check-list
- 1: Outlining my objectives
- 2: Evaluating the balance of power
- 3: Analysing the mutual interest in negotiating
- 4: Defining my strategy
- Workshop: the suppliers' strategies and tactics
- 5: Elaborating my behavioural pattern
- 6: Laying out my control panel
- Practical case study

Day 2

Purchasing Negotiation best practices and behaviours

- Presentation of the negotiation stages
- Stakes, objectives
- Best practices
- Negotiation behaviours
- Intercultural aspects

Day 3

Real cases coaching

- Workshops: each buyer gives a briefing about a real contemporary or future negotiation situation and the problems it raises. The other participants and the trainer then help preparing the negotiation by applying the method.
- The most sensitive cases will then be acted out, using the behavioural pattern, the steps of a buying negotiation, and the best practices for each step. The trainer will focus on the behavioural aspects.

Credits for



Professional Buyers Certification Programme