

BUSINESS NEGOTIATION

Rely on efficient tools

Techniques are adapted to face-to-face or phone negotiation.

Objectives

Acquiring pragmatic and proven negotiation techniques.

Concerned people

- CEOs, business manager
- In general, every player brought to negotiate with customers.

Knowledge required

Communication abilities

Duration

3 days, possible to be individually coached

Pedagogy & Practice

- Lecture
- Experience shared with the participants.
- Practical exercises: experienced situations study.
- Game: Multiple-choices questionnaire.
- Lot of games
- Role plays.
- Videos
- Coached simulations.
- Self-evaluation form

Know-How acquired



Anticipate : How to get ready before a negotiation ?

How to develop a specific speech, in order to be different from the competitors ?

Tool : Competitive analysis matrix

Learn how to build a winning negotiation strategy

Tool : 2 preparation tables : simple negotiations, complex negotiations

Understand purchasers : different types of purchasers

What are the different purchasing strategies ? – What are the different purchasers types ?



Purchasing tactics : Different purchases types

What are the typical purchases processes ? – Decisional customer's systems?



Identify your negotiator profile: Know your negotiator style

Negotiators styles compass: Aggressive, Playful, Conciliatory, etc.



Adapt your behavior: Purchasers tactics – Parries

Purchaser's 12 commandments

Tactics : Discredit - Threat – The emergency - Theatricals – Limited budget – Identical competition, etc.



Negotiate :



How to manage a negotiation?

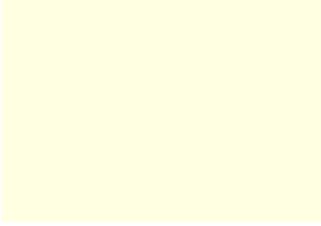
Use customer discovery - Use your pitches – 2 objections dealing tools – how to defend yourself – How to grant with a counterpart – Heading towards the final solution – Breaking-off scenarios. Possible closing techniques. Adapted communication techniques. Specific price negotiation.



Negotiate with a group

How to be specially prepared - How to carry out a group negotiation ?

Specific traps : The good and the bad, etc. – How to manage such situations ?



 **Difficult negotiation : Disagreement with a purchaser ?**

Reformulation tactics – Redefining tactics – Assertive behavior – Some particular situations : bad faith, the dumb, etc.