



1 COURSE OUTLINE

Course: Negotiation Training for Business Professionals

Contact Hours: 20 Contact Hours

Pre-requisite: None

1.1 Abstract

In this Negotiation Skills Training course you will learn the theory and get the opportunity to apply it to scenarios that suit your specific needs. Learn key skills like how to lay the groundwork for a successful negotiation outcome, choosing preferred locations, identifying the key points you're willing to concede and when to walk away from the bargaining table.

1.2 Target Audience

- Managers & Team Leaders
- Sales & Marketing Professionals
- Procurement & Supply Chain Staff
- Entrepreneurs & Business Owners
- HR Professionals

1.3 Learning Outcomes

- Understand different negotiation styles and when to apply them
- Understand the dominant negotiation strategies of competition and collaboration
- Apply the principles of BATNA when preparing to negotiate
- Discover the difference between interests, issues and positions
- Explore the concept of mutual gain
- Know how to bargain and close a negotiation
- Identify the presence and use of ploys in negotiation and how to neutralise them



1.4 Topics Covered

Session 1- The What, Why and How of Negotiation

- Is Negotiation a panacea for all business situations?
- 10 Decision Making techniques
- Essential components of Negotiation
- Exercise- Determine the most appropriate Techniques to be used

Session 2- Distributive Bargaining

- Buyer/Seller Dilemma Diagram
- At what price should I begin/open the negotiation?
- How long should I continue negotiating?
- At what point should I just cut my losses and end/stop negotiating?
- Calculation of Surplus
- Exercise- Draw the Buyer/Seller Diagram

Sessions 3 & 4- Integrative Bargaining

- Patented 4 Phase Approach to Negotiation
- Preparation
- Debate
- Proposal
- Bargain
- Exercise-Write a Proposal Statement

Session 5- Styles of Negotiation

- Negotiators Dilemma
- Prisoner's Dilemma
- Red Blue Game
- Red, Blue and Purple Styles
- Exercise- Which style best represents you?



Session 6-Rational Bargaining

- Rationality & Irrationality
- John Nash's Optimum solution
- Herbert Simon's Bounded rationality
- Decision Making Biases
- Exercise- Compare and Contrast 3 types of Negotiation

Session 7-Streetwise Manipulation

- Role of Power; is it real or perceived?
- Types of Ploys used in Negotiation; Dominance Ploys, Shaping Ploys, Closing Ploys
- Exercise-Combating a Ploy

Session 8- Exogenous Variables

- Does Culture play a role in Negotiation?
- Gender Pay Gap
- Gender Biases
- Exercise-Final Assessment