



## **Effective Negotiation**

*Negotiation is a transaction in which both sides hold the power of veto over the final outcome. It is the process of bargaining to reach a mutually acceptable agreement or objective. It requires voluntary consent and movement on both sides - whether real or perceived.*

This one day course is designed to introduce buyers to the concepts, strategies and practices behind successful negotiation.

## **Course Structure**

### **Introduction**

- Why don't we negotiate? – Break the rules!
- Make a start!
- The Language of Negotiation
- Negotiating Strategies – The Win-Win

### **Break**

- Tradeables
- Exercise – create a pack of cards
- Where to pitch the opening offer
- Opening

### **Lunch**

- Planning for Negotiation
- Plan B – 'BRA'
- Exercise – The Planning Template

### **Break**

- The Bargaining Phase
- Tactics used during Negotiation
- Closing
- Summary

### **End**

*The day is fast-paced, interactive, packed with useful tools and tips to help deliver a measurable improvement in negotiated outcomes.*