

Programme outline

Effective negotiation (DGB01)

Learn the key skills to become a more confident and effective negotiator

Is it right for me?

This two-day course aims to explain the key stages of the negotiation process and the tactics associated with persuading and influencing sales personnel to agree the best deal. Delegates will practice how to use a negotiation checklist and template to plan and manage their approach to negotiations and be provided with the opportunity to practice negotiation in a safe environment.

What will I learn?

By the end of this course you will be able to:

- Understand the main models and processes of negotiation
- Plan and manage a negotiation with a supplier
- Apply the appropriate persuasion skills to achieve the optimum output
- Identify and negotiate key contract variables
- Recognise the importance of personal attributes and behaviour during a negotiation

What key points will the training cover?

- Analyse the different phases of negotiation
- The negotiation process
- Persuasion methods and tactics in negotiation
- Effective behaviours in negotiation
- Negotiation roleplay

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Day 1

Time:	Agenda item:
08:45	Delegate registration and refreshments
09:00	Course start
	Introduction
	Session 1
	<ul style="list-style-type: none">• Strategic vs tactical procurement• Supply positioning• Supplier preferencing
	Session 2
	<ul style="list-style-type: none">• Phases of negotiation• Negotiation role play exercise
	Session 3
	<ul style="list-style-type: none">• The importance of terms• The use of power in negotiations
	Review of Day 1
17:00	Day 1 close

Day 2

Time: **Agenda item:**

08:45 **Delegate registration and refreshments**

09:00 **Day 2 start**

Session 4

- Persuasion methods (with role play exercise)
- Assertiveness
- Negotiation styles questionnaire

Session 5

- Body language and communication methods
- Questioning and listening skills
- Conditioning
- Negotiation role play exercise

Session 6

- Understanding supplier pricing

Session 7

- Resources for a negotiation

Session 8

- Negotiation tactics
- Telephone/E-mail negotiations

Session 9

- Emotional intelligence
- Attributes of a skilled negotiator
- Managing conflicts in negotiations

Session 10

- Reflective learning
- International negotiations

17:00 **Course close**

There will be a mid-morning and mid-afternoon break, with lunch for one hour from 12.30 pm.