

Executive Negotiation Theory & Application (Code: ENT)

Evolution-U Executive Negotiation Business Suite

Half Day or Full Day - Advanced



*The Evolution-U Executive Negotiation Business Suite is a focused offer of engaging soft skills trainings, providing **usable tools for better & measurable performance** praised by our clients*

Course Outline

This training is structured around two negotiation role plays which participants conduct one against one. The role plays give a common point of reference from which to build the theory and apply to relevant business situations. By introducing essential negotiation theory concepts such as the four components of principled negotiation, BATNA, RV, ZOPA and many others, this trainings' ultimate objective is to give participants the tools required to prepare effectively ahead of negotiations and improve their chance of successful outcomes.

Learning Objectives

By taking this course, participants will;

- Learn the four components of principled negotiation;
- Understand the meaning of BATNA, RV and ZOPA, three of the most important concepts in negotiation theory, their relevance in negotiation power, and how to apply them to the 3-step negotiation framework;
- Learn the theory behind whether to make the first offer;
- Discuss six common business negotiation mistakes;
- Explore advanced techniques for creating value in negotiation and why we would want to do it;
- Analyse the principles of investigative negotiation;
- Discuss advanced strategies for determining RV and ZOPA.

The course delivery consists of trainer led presentation with video support, group breakouts, exercises and case studies. Open class discussion is encouraged to allow participants to learn from experience and best practise of others.

Course Content

Negotiation Theory – An Introduction to Principled Negotiation

The need to negotiate effectively increases with seniority however many senior executives lack basic negotiation skills training and default to positional negotiation which destroys value and damages relationships. This opening section introduces the preferred alternative to positional negotiation known as 'principled negotiation' as developed by Roger Fisher and William Ury of the Harvard Negotiation Project. The four underlying components of principled negotiation are studied after which participants conduct the first role play exercise.

Negotiation Power

This section introduces the most important single concept in negotiation theory; BATNA (Best Alternative to a Negotiated Agreement). BATNA is where negotiation power is derived from yet most professionals do not understand the concept or know how to evaluate their BATNA. If one side has accurately evaluated BATNA and the other side has not, the latter will be significantly disadvantaged and likely give away most of the value in the deal.

Claiming Value in Negotiation

Building on the theory introduced in the first two sections, participants are now introduced to a 3 step pre-negotiation framework and the concepts of RV (Reservation Value) and ZOPA (Zone of Possible Agreement). A case study is circulated for participants to brain storm the best application of the principles before studying the theory behind when to make the first offer and how to respond to first offers.

Common Business Negotiation Mistakes

It is worth being aware of the most common business negotiation mistakes so as to avoid falling into these traps ourselves. This section details the process by which we avoid making simple and predictable mistakes in negotiation, thereby improving pre-negotiation planning and increasing our influence during negotiation.

Creating Value in Negotiation

The section then focuses on a series of advanced negotiation techniques for creating value in negotiation using a second, more complex role play as a reference point. Time will be allocated for Q&A during the process of deconstructing the role play and for applying the principles to business situations relevant to the participants.

Investigative Negotiation

Often negotiators mistakenly think that price is the only/most important factor in a negotiation. This can result in a stalled negotiation purely because of inaccurate initial assumptions. This section studies the eight principles of investigative negotiation designed to give participants a reference-able framework of techniques for uncovering underlying interests and avoiding reliance on past experience, limited knowledge and/or inaccurate assumptions.

Advanced RV & ZOPA Strategies

Building on the theory and application discussed during the Negotiation Power and Claiming Value sections, additional guidelines and techniques are introduced to give the skilled negotiator tools for assessing the other parties' negotiation parameters and influencing their perception of your parameters. The development of this ability of directly correlated to successful outcomes.

Who Should Take This Course

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all Customer-facing Staff, anyone dealing with Sales, Negotiation or Mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in these courses, with immediate results.

This training course is fully certified by Evolution-U.

**For more information & reservations please contact Jessica
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