

## The Expert Negotiator (Code: TEN)

Evolution-U Executive Negotiation Business Suite

2 Days Course - 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 two day training provides a comprehensive introduction to the principles of negotiation leveraging of well researched Harvard negotiation theory and supported by role play and case studies. The role plays are a critical component of the training, giving participants a common point of reference from which to build the theory and apply to relevant business situations. By introducing essential negotiation principles such as effective pre-negotiation preparation, how to develop negotiation power, when to make the first offer and how to create and claim value, participants develop the tools required to enter negotiations confidently and improve their chance of successful outcomes.

### Learning Objectives

By taking this course, participants will;

- Understand the dynamics and underlying principles of negotiation
- Learn the four components of principled negotiation;
- Become proficient in pre-negotiation preparation;
- Identify the qualities of an effective negotiator;
- Negotiate one-on-one by role play designed to support the learning of negotiation process and building a framework for negotiation;
- Understand how to build negotiation power, the negotiation concepts that deliver negotiation power, and how to apply the concept to the 3-step negotiation framework;
- Learn the theory behind whether to make the first offer;
- Discuss six common business negotiation mistakes;
- Explore techniques for creating value in negotiation and why we would want to do it;
- Analyse the principles of investigative negotiation;
- Discuss the process of bargaining, haggling and concession formats of negotiation;
- Have an approach to dealing with unwilling negotiators;
- Become a confident negotiator with a well-structured approach to the process of negotiation and a series of tools that can be applied in most situations.

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

#### Day 1

##### 1. The Underlying Principles of 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. The opening section of the training introduces the underlying principles and dynamics of negotiation giving participants reference points for alternate styles including hard vs. soft negotiation, positional bargaining, and collaborative vs. competitive formats.

##### 2. Preparing for Negotiation

Benjamin Franklin once said "By failing to prepare you are failing to prepare" – these sentiments could have been written about the process of negotiation. Best practises for negotiation preparation are introduced and discussion encouraged on how to apply these to the participants business situations.

##### 3. The 4 Components of Principled Negotiation – Part 1

Principled negotiation was developed by Roger Fisher and William Ury of the Harvard Negotiation Project and is the most referenced negotiation framework for academics and professionals alike. The four underlying components of principled negotiation are studied after which participants conduct the first role play exercise.

##### 4. Role Play # 1

An entry level role play is conducted where participants are given time to prepare and apply the components of principled negotiation. Post-negotiation analysis forms an important element of this section whereby the instructor shares insights, introduces important negotiation principles and helps participants develop a structure to the process of negotiation.

## 5. Qualities of an Effective Negotiator

Having performed a role play, candidates are now well positioned to reflect on both their and their peer's performances, and discuss the qualities of an effective negotiator. This section will be instructor led and reference research detailing the traits that tend to be present in successful negotiations and displayed by excellent negotiators.

## 6. Negotiation Power

This section introduces one of the most important concepts in negotiation theory; how to generate negotiation power. Many people think that negotiation power comes from wealth, military strength or connections. While these may help, they are not guaranteed to give negotiation power. Real negotiation power comes from having acceptable alternatives to the deal being offered, a term known as BATNA or "Best Alternative to a Negotiated Agreement". In this section BATNA and other important principles are introduced and studied, using the role play as a common point of reference to build a reliable, repeat negotiation framework.

## 7. When to Make the First Offer

Many negotiators exhibit a lack of understanding on whether they should make the first offer. Fortunately, well developed principles exist which are discussed and referenced using a case study specifically developed for to allow participants to brainstorm the theory behind when to make the first offer and how to respond to first offers.

## 8. Common Business Negotiation Mistakes

Research has revealed a series of common business negotiation mistakes caused by psychological bias which even experienced negotiators can make. By being aware of these traps we can avoid them. Case study is used to demonstrate the common negotiation mistakes.

## 9. Role Play # 2

The final session of Day 1 is a more advanced role play designed to challenge candidates to use the content and skills covered to date. A longer preparation time will be given and candidates are now guided by a "Negotiation Preparation Outline" in the course manual for guidance as they prepare. Post-negotiation analysis allows key concepts to be revisited and Q&A supports the application of the principles into the participants business world.

## Day 2

## 10. The 4 Components of Principled Negotiation – Part 2

Using the two role plays from day 1, a more detailed discussion of the 4 components of principled negotiation is conducted with the aim of helping participants appreciate the leverage this

framework can give. Additional tools are developed for both pre-negotiation preparation and in-negotiation appreciation of the dynamics in effect which, in turn, improve our ability to develop negotiation power and claim value.

## 11. 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 referenceable framework of techniques for uncovering underlying interests and avoiding reliance on past experience, limited knowledge and/or inaccurate assumptions.

## 12. Role Play # 3

An advanced role play designed to introduce the concept of creating value in negotiation while trading across multiple issues. This role play challenges participants to use all the skills taught to date and is referenced in the following sections as new principles are introduced and brainstormed.

## 13. Creating Value in Negotiation

The section focuses on a series of advanced negotiation techniques for creating value in negotiation using role play # 2 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.

## 14. The Haggling Format

Despite our best efforts to apply principled negotiation techniques, we will encounter negotiators who are not trained in these advanced tools and resort to bargaining, haggling and concession trading. While these negotiation formats generally do not create the most value, it is important that we recognise how to deal with them so that we can still close the deal and claim value without being drawn into a haggling mindset.

## 15. Dealing with Unwilling Negotiators

When the other party takes the position of someone who doesn't really want to be at the table despite the potential benefits to both parties, it is often as frustrating as it is illogical. However, these situations occur all too often for a variety of reasons. In this section we explore the reasons behind the unwilling negotiators stance, recognise these tactics for what they may be, and develop a series of tools to help deal with such situations and help the principled negotiator claim their share of the value.

## 16. Conclusion & Summary

A review of the two day course content with Q&A time allocated to cover any remaining areas participants would like to cover.

## 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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