

## In-house Training Outline

(To be further tailor-made according to the client's request)

### Negotiation Skills (2 days)

#### Day I

**Time: 9:00-9:30**

- **Objectives and Introduction**

A statement of workshop objectives and methods, including a short introduction by each attendee, enabling course objectives to be addressed to individual requirements.

**Time: 9:30-10:30**

- **Process of a Successful Negotiation**

Definition of Negotiation and identification of the different phases, i.e. Relation, Analysis, Evaluation and Decision, involved in the process of negotiation with customers. Define the different between selling and negotiating. Determine the attendee current skills level.

- ✧ Is negotiation process/result always a win-win?
- ✧ The negotiation zone: when there need to be a negotiation?

**Time: 10:45-12:30**

- **Procedure of 'Preparation'**

Analysis of preparation lists before negotiation with customers, analysis the competition, and determine the strengths and weaknesses on both sides. Find out what are the fixed and variable factors of your company offer.

- ✧ Information Analysis: what should be provided, what shouldn't be provided, what should be strived for and what surprises may take place
- ✧ Power Analysis: who has the power?
- ✧ BATNA: alternative to bottom line
- ✧ Concession Analysis: what can be conceded and how, what can not be conceded

**Time: 1:45-4:45 and Day II: 09:00-10:30**

- **Procedure of 'Strategies'**

Define different strategies for relation/ analysis/ evaluation/ decision process, and signal indicators from customers. Find out their style (Red and Blue) during negotiation. How to handle the difficult negotiator?

- ✧ A different approach to negotiation: working on the problems together
- ✧ Avoid positioning bargaining
- ✧ Use objective standard

**Time: 10:45-12:30**

- **Procedure of 'Tactics'**

The tactics of negotiation for sales team member will be applying. Introducing the role of each team member could be play during negotiation.

- ✧ Tactics used by the other party
- ✧ What to avoid to negotiation tactics
- ✧ What to do when you are stuck in the negotiation
- ✧ Guides for the negotiation process

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**Time: 1:30-4:30**

- **Case Implementation and Big Negotiation Games**

All attendees would participate in a simulation game to apply the structure, strategies and tactics they have learned. Alternatively attendees can work out their own negotiation cases and role-play on them.

**Time: 4:30-5:00**

- **Individual Action Plan**

An individual plan of action is prepared by each attendee to ensure that the knowledge and skills developed during the program are applied to their work.