
ADVANCED NEGOTIATION SKILLS

LENGTH

1 Day

CERTIFICATION

This is a required module for:

- Key Account Management Specialization

FORMAT

Live

You're ready to transition from a capable dealmaker to a master negotiator and learn how to build value for your organization. Going beyond basic negotiation tactics, this module delves into strategic thinking, advanced communication tactics, and complex negotiation planning. You'll learn how to drive success as a negotiator, whether you're inking a high-stakes deal for your company or engaging in multiparty negotiations.

You will develop more sophisticated negotiating skills, learn how to avoid common dealmaking pitfalls, and emerge prepared to conduct a wider range of complex negotiations with confidence.

LEARNING OUTCOMES

After taking this course, you should be able to:

- overcome tactics used by opposing negotiators
- improve negotiating outcomes by involving multiple parties, issues, and agendas
- negotiate across international or cultural boundaries

COURSE OUTLINE**Orchestrating The Negotiation Process**

- Planning Multi-Stakeholder Negotiations
- Managing Your Negotiating Team To Gather Constituent Support
- Exercise: Planning An International Sales Negotiation

Advanced Negotiation Tactics

- Overcoming Power Asymmetry
- Dealing With Irrational Buyers & Challenging Personalities
- Engaging Unwilling Parties
- Deciding When To Present Options & Sequence Deals

Group Exercise

- Case Study: Leading A Complex Sales Negotiation

(Optional) Role Play

- Power Asymmetry
- Dealing With Irrational Buyers & Challenging Personalities