

THE ART OF NEGOTIATION



EDUCATION GOALS

- Be able to prepare your negotiation
- Be prepared to address objections
- Understand negotiation techniques
- Understand the different types of negotiation
- Be able to manage conflicts and deadlocks
- Know how to conclude negotiations

WORD FROM THE AUTHOR

« A good negotiator displays the same qualities as a high-performance athlete. This is no time for improvising; the case must be carefully prepared – although the negotiator also needs to be flexible and highly reactive.

A good negotiation aims to benefit and satisfy both parties. It should play out as a win-win game and a partnership where each party wants to achieve its own objectives.

But how can we ensure that our negotiation will be successful? »

Level

Initiation

**4
Modules**

3 H



M201 – PREPARING EFFECTIVELY FOR YOUR NEGOTIATION

Objectives education

- Preparing yourself physically and mentally for the negotiation
- Defining and preparing an action plan
- Understanding the different types of negotiation
- Defining the objectives and the arguments required for the negotiation
- Understanding the different power relationship scenarios
- Knowing how to manage and resolve conflicts

Word from the author

« A negotiation is a discussion (between people or institutions) that enables us to reach an agreement. Negotiations are a pervasive element of corporate life. The success of our negotiation depends to a large extent on the exchanges between the people involved.

We therefore need to be well prepared, both physically and mentally, so that we can approach the negotiation calmly. And remember: before beginning a negotiation, always consider the potential consequences of failing to reach an agreement. »

Chapters

- Preparing for a negotiation
- Preparation tools and methodology
- Defining your objectives and your argument
- Assessing power relationships and adopting a negotiation mind-set
- Conclusion

Quiz

M202 – UNDERSTANDING NEGOTIATION TECHNIQUES

Objectives education

- Understanding negotiation strategies and tactics
- Knowing how to question and reformulate
- Knowing how to deal with objections
- Being able to get out of a deadlock situation
- Understanding other negotiation contexts: by telephone, by email, group negotiations, or negotiations in a multicultural context

Word from the author

« Negotiations cannot be improvised! There is no mathematical or magic formula to guarantee that your negotiation will be a success.

To negotiate successfully, you need to know how to present factual arguments and to take a constructive attitude. You should actively listen to the other parties in order to understand them. Don't hesitate to reformulate because it will give you another chance to hear the other party conclude for him/herself without you having to do it!

You should be prepared to deal with objections. You need to know how far you can go and you should have run a simulation for each situation in order to understand the repercussions of potential concessions or discounts.

In addition to face-to-face meetings, be prepared to negotiate by telephone or email, with a group or in a multicultural context. »

Chapters

- Negotiation stages and methods
- Knowing how to question and reformulate
- Win-win solution
- Addressing objections and managing difficult situations
- Other negotiation contexts
- Conclusion

Quiz

M203 – KNOWING HOW TO CONCLUDE NEGOTIATIONS

Objectives education

- Knowing what behaviour to adopt during the conclusion phase.
- Understanding the different conclusion scenarios

Word from the author

« The negotiation is over, now it's time to conclude. But how do we know that it's time to bring the negotiation to a close? »

You can spot signs of approval in the other party indicating that it is time to wrap up the negotiation. These signs can be gestures or words.

The psychological aspect is important here. Remember, to be convincing, you need to have convinced yourself that the negotiation will produce a clear and favourable outcome. »

Chapters

- Choosing the best moment to conclude
- How to conclude?
- Conclusion

Quiz

M204 – CASE STUDY

Objectives education

- Preparing a negotiation

Word from the author

« We will use a concrete example to show you the different stages of a negotiation and how to arrive at a successful outcome. »

Chapters

- Negotiating to convince a customer to maintain their insurance policy