

CONTROL | CONFIDENCE | CREDIBILITY



Negotiation Skills Training Programme

Negotiation Skills Training Overview

Negotiation skills are an essential ingredient in almost every commercial situation. Our negotiation skills training programmes provide a framework, practical planning tools and confidence-boosting tactics that can help you get better results from your negotiations.

The skills and strategies covered in this programme have achieved significant returns for our clients. This includes £5m saved over five years on a long-term supply agreement, £380k saved on a waste management contract renewal and £85k recovered on one project's over-run without the need for arbitration.

Our programme is delivered by experienced tutors who, through simulations, discussion and video analysis will show the attendees how to operate effectively in competitive or disruptive situations as well as developing collaborative or partnership-based negotiations. Small groups of 6 – 12 people, ensure that emphasis is placed on helping the attendees identify and build on their own strengths as well as improving in the areas where they could perform at a higher level.

Key Elements

Key elements of the programme include:

- A framework for controlling the negotiation
- A preparation toolkit that will enhance personal confidence
- Dealing with competitive and collaborative situations
- Building relationships in negotiations
- Personal behaviours and their impact on credibility
- A role based strategy for effective teamwork
- Understanding the counterparty
- Negotiation tactics and strategies
- Dealing with complexity
- Strategies for dealing with deadlocks
- An e-book reference guide, formatted for tablets and smartphones, which can be used in live negotiations

The programme is highly interactive, fast paced, challenging and above all fun and the small group approach creates an environment that allows practice without fear of failure.

Content is focused towards the needs of both the organisation and the attendees and while the rest of this document outlines the content that is typically covered, we firmly believe that the best approach is to work together to create a truly effective programme.

“The work we have done with Anthony has helped our sales team to increase margins in a very competitive market and has added around 3% to our bottom line.” Mark, Managing Director - Waste and Construction Services.

Typical Programme Structure

The ultimate goal of any training programme is to create enduring change in the behaviours of the attendees that will then deliver positive benefits to the organisation. While there is no guarantee that everybody who attends a training course will apply the learning from that course, we have structured our programme to give the attendees the best possible chance of achieving this goal by splitting it into two distinct blocks:

- A Negotiation Skills Workshop
- A Follow-Up Review and Reinforcement Day

Negotiation Skills Workshop

Through exercises, open discussion and video reviewed simulations, this intensive and highly interactive two-day workshop covers the content in a fun yet challenging environment with tutors who are experienced negotiators.

Pre-Workshop

Before the workshop each attendee will be asked to complete and return a personal pre-course assessment that helps the tutor to prepare.

This assessment asks them to reflect on

- Their current negotiations
- Their view on themselves as a negotiator
- What they want to get out of the programme

Post Workshop

After the workshop the tutor will contact each of the attendees to check on their progress and to see if there are any immediate questions that they can help with.

Follow-Up Review and Reinforcement Day

Two to three months after the initial workshop the attendees will take part in a follow-up workshop, with their original tutor. They will go back through the key elements of the course, address any areas that have been difficult to put into practice and deal with any problems that have arisen since the course. This is in an open forum that will help build upon best practice and common knowledge.

As all our tutors are experienced negotiators who are still working in business, this day also acts as an 'ask the expert' session where the attendees are able to discuss their real life negotiation situations in more detail.

Post Programme and Assessment

After the completion of the programme, each attendee will have access to their tutor for brief questions via email or telephone as well as being asked to complete an implementation questionnaire that will help to quantify the return on investment from the programme.

"Following a negotiation skills workshop delivered by Anthony, he gave me the tools and confidence to flinch at a supplier's proposed increase. The result was a 50% reduction in the increase which provided a significant saving for us." - Lisa, HR & Compliance Director.

Typical Workshop Content

Introduction to Negotiation

- What is a negotiation?
- Modes of negotiation - positional v interests
- Using reasoned argument
- Understanding and using power

Negotiation Strategies

- Cooperative v Collaborative v Mixed
- Win-Win / Win-Lose
- The importance of value - real v perceived v external
- Becoming a Target Driven negotiator

Personal Aspects of Negotiations

- The negotiator's tasks
- Identifying and managing behavioural styles
- Keys to influencing
- Face to face v telephone v email
- Effective behaviour
- Understanding non-verbal communications

The Opening Phase

- Stage 1 - Scene Setting
 - Understanding the other side
 - Transitioning to business
 - Delivering your Power Statement
- Stage 2 - Discovery
 - Building the scope of the negotiation
 - Discovering interests / needs
 - Sharing information
 - Building a package
- Stage 3 - Positioning
 - Anchoring though delivering an Initial Position
 - The Flinch
- The opening phase gambits and countermeasures

The Trading Phase

- Stage 4 - Trading
 - The Trader's Rules
 - Using concessions effectively
 - Using adjournments
- The trading phase gambits and countermeasures

The Closing Phase

- Stage 5 - Closing
 - Recognising when to close
 - How to close
- Dealing with deadlock
- The closing phase gambits and countermeasures

Planning Tools

- Estimated Agreement Zone
 - Our Limit – the point beyond which we cannot move
 - Their Estimated Limit – the point beyond which we estimate they may not move
 - Our Target – the position that we will drive to get
 - Our Initial Position – Nibbling beyond Our Target
- Simplifying deal complexity
- The Initial Package
- The Discovery Grid
- The Trader's Grid
- The Power Statement
- Team Roles and Responsibilities

Running Team Negotiations

- Roles and Responsibilities
- Understanding the tasks in teamwork

Reviewing Negotiations

- The purpose of reviewing
- A framework for reviewing
- Using reviews to your advantage

“The negotiation training that Anthony provided not only improved my understanding of negotiations, it will also help me achieve better results. The tools are not just very practical, they are also easy to put in place in our day to day work and give me more confidence going into any form of negotiation. Anthony clearly knows the subject and is very easy to work with and I would have no problems recommending him to anybody who wants to achieve better results from their negotiations.” - Vice President - M&A, Bayer AG

Typical Programme Fees and Terms for 2016

Fees

Our fees are £350 per delegate per day based on a 6 to 12 delegates.

Venue, Materials and Audio-Visual Equipment

It is expected that the client will arrange a suitable venue with a main room arranged in either a boardroom or a u-shape style with a desk at the front for the tutor. This room should be large enough to accommodate the group comfortably.

The main room will also have 2 x flip charts with pens, a projector and screen or a display that a computer can be plugged into.

There should also be a breakout area or room that will allow the attendees not being videoed to negotiate without disturbing each other.

All materials are included in the fees but there may be a charge if any customisation is required for the materials and or simulations.

Expenses

All expenses will be agreed in advance with the client and will be charged to the client at cost.

Payment

Payment will be due immediately on receipt of invoice.

VAT

Value Added Tax will be charged in addition unless the course is conducted outside the UK.

Cancellation

If the client cancels the course, a cancellation fee may be payable based on the length of cancellation notice received by us, and calculated as a percentage of the fee that would have been due as follows:

- Notice (weeks) % of fee payable
- Over 12 weeks no cancellation charge
- 8 – 12 weeks 33.3% cancellation charge
- 4 – 8 weeks 50% cancellation charge
- under 4 weeks 75% cancellation charge

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