

## Constructive Negotiation

08:45 Coffee and registration  
09:00 Start

Objectives for today - *setting out our objectives for delegates and their benefit to your organisation*

What's it all about? – *the key elements of commercial negotiation*

### Case Study Introduction

'Wants' and 'Needs' – *how perception influences negotiating strength*

### Case Study Exercise: What do you want from this deal?

Understanding the other party – *it's not all about price!*

Building value – *raising the bar for your competition*

10:30 Coffee

### Case Study Exercise: What does the other party want from this deal?

Assessing your position – *how much room to negotiate do you have?*

### Case Study Exercise: Establishing your boundaries

Team negotiations – *safety in numbers?*

12:30 **WORKING LUNCH** – *the importance of negotiation outside the negotiating room*

Trading and persuading – *the importance of managing concessions*

Dealing with tactics – *'higher authority', 'salami slicing', 'cherry picking' and other mean tricks!*

### Case Study Exercise: Preparing to negotiate

Breaking deadlocks – *when 'no' doesn't have to mean 'no'*

Closing – *navigating that final mile to a signed deal*

15:30 COFFEE

### Case Study Role Play: Negotiate the deal you want!

Team review: *What worked well in your negotiation? How could you have done things differently?*

Review of Objectives

17:30 WRAP-UP