Projacs
an egis company
بروجاكس للتدريب والتطوير
Projacs Training and Development

Effective Negotiation Strategy and Loophole Analysis

استراتيجيات إدارة المفاوضات الفعالة وتجنب الثغرات

29 June – 03 July 2020

Munich / Germany

A Member of:
PROJACS ACADEMY

ProjacsAcademy.com

Introduction

The ability to negotiate successfully is crucial for survival in today's changing business world. Negotiation is fun if you know what you're doing. Negotiation is something that we do all the time and is not only used for business purposes, there are many reasons why you may want to negotiate and there are several ways to approach it. If your reason for negotiation is seen as 'beating' the opposition, it is known as 'Distributive negotiation'. This way, you must be prepared to use persuasive tactics and you may not end up with maximum benefit. This is because your agreement is not being directed to a certain compromise and both parties are looking for a different outcome. Should you feel your negotiation is much more 'friendly' with both parties aiming to reach agreement, it is known as 'Integrative negotiation'. This way usually brings an outcome where you will both benefit highly. The objective of this workshop is to introduce you to the different styles of negotiations, and equip you with the most effective styles to get what you want.

Objectives

By the end of this course practitioners shall learn to:

- Have a good understanding of the different strategies used in negotiation and how create a Win – Win situation
- Have a self-assessment of your negotiation skills
- Learn and practice the pro negotiation skills
- Creative advantageous situations to increase chances of successful negotiations
- Understand the research involved in informing a strategy for negotiation and the techniques and tools employed for beneficial negotiations .

Who Should Attend?

All personnel involved in negotiating deals. The training program will be more aimed at supervisors and Ex-patriots working in company and are responsible for contracting, sales and other areas of negotiations .

Course Outline

The Elements of Negotiation

- What is Negotiation?
- The goal of negotiation
- Types of Negotiation
- Common mistakes in Negotiation
- The process of Negotiation
- Traits of good negotiator
- The principles of exchange
- Understanding how to measure and deal with power imbalances
- Using communication as a mechanism for exchanging the fundamental asset of negotiation: information
- Tips During Negotiation
- Finding areas for negotiations
- Transactional analysis
- Assessing the other parties
- Last Minute Grabs

Preparation for Negotiation

- Unplanned negotiation
- Surprises
- What does preparation mean?
- Preparing other parties
- Create your interest map
- Making assumptions
- Interested parties
- How to use interest map
- Be\prepared for hot buttons

Negotiation Skills

- Questioning and framing
- Active listening and the Power of Silence
- The power of careful observation
- Studying reactions
- Using creativity to maximize long-term gains

BATNA- Choosing whether to walk away

- Making choices

- Balance of power
- Does BATNA ever change?
- Elements of BATNA
- Strengthening and weakening BATNAs

Negotiation Strategies/Techniques

- Distinguishing between positional bargaining and interest-based negotiation
- Rational strategies for creating integrative agreement
- Stonewalling
- Impulsive change
- The dodge
- High ball/Low ball
- The Ebenezer Scrooge
- Knowing when to hold and when to fold
- Use of referees
- Closing a negotiations
- Agreement –contract implementation
- The use and abuse of Deadlines
- Disagreement –why ?
- Dirty Tricks in Negotiation
- Different Countries, Different Styles

Dealing with annoyance and leveling the playing field

- Myths
- Psychological games
- Giving or taking offense
- Controlling the board
- Physical set-up
- Building confidence in your counterpart

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation
- slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, and case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

- Technical Session 08.30-10.00 am
- Coffee Break 10.00-10.15 am
- Technical Session 10.15-12.15 noon
- Coffee Break 12.15-12.45 pm
- Technical Session 12.45-02.30 pm
- Course Ends 02.30 pm

Course Fees*

- **4,500USD**
  **VAT is Excluded If Applicable*

مقدمة

ان القدرة على التفاوض بنجاح أمر بالغ الأهمية من أجل البقاء في عالم الأعمال االمتغير. التفاوض هو متعة إذا كنت تعرف ما تفعلونه. فان التفاوض هو الشيء الذي نقوم به في كل وقت ولا يستخدم فقط للأغراض التجارية، وهناك العديد من الأسباب التي قد تجعلنا نرغب في التفاوض، وهناك عدة طرق للقيام به. والهدف من هذه الورشة هو أن نعرض لكم لأنماط مختلفة من المفاوضات

أهداف البرنامج

بعد الانتهاء من هذه الدوره سيتمكن المشاركين من التعرف على:

- فهم جيد من الاستراتيجيات المختلفة المستخدمة في التفاوض
- التقييم الذاتي لمهارات التفاوض الخاص بك
- تعلم وممارسة مهارات التفاوض للمحترفين
- التعرف على كيفه زياده فرص نجاح المفاوضات

الحضور

جميع العاملين في صفقات المفاوضات. وسوف يستهدف هذا البرنامج المشرفين العاملين في الشركات والمسؤلين عن التعاقد والمبيعات.