

COLLABORATIVE NEGOTIATIONS

Transforming salespeople into skilled negotiators and enabling them to turn every negotiation into a success

STRATEGICALLY CUSTOMIZED

		MODULES	KEY LEARNING OUTCOMES
	60 MINUTES	Buyers and Sellers	<ul style="list-style-type: none"> Identify negotiating strengths and gaps. Understand satisfaction is driven by more than price.
	60 MINUTES	Common Interests	<ul style="list-style-type: none"> Identify likely interests of customers and clarify personal interests as a seller. Understand the categories of value that interests address and discover that negotiations are driven by each party's interests.
	60 MINUTES	High-Impact Questions	<ul style="list-style-type: none"> Build skill in creating high-impact questions.
	90 MINUTES	Collaborative Negotiations Model	<ul style="list-style-type: none"> Learn a model for planning and executing cooperative negotiations. Leverage high-impact questions to identify each party's interests and options.
	60 MINUTES	High-Value, Low-Cost Options and Negotiation Best Practices	<ul style="list-style-type: none"> Learn how to create options that provide high value to the customer at a low cost to the seller. Learn and use negotiating best practices.
	45 MINUTES	Mock Negotiation	<ul style="list-style-type: none"> Build negotiation skills and improve negotiation effectiveness on the job.
	60 MINUTES	Planning for Action	<ul style="list-style-type: none"> Apply the session's learning to likely negotiating situations. Respond effectively when other parties engage in non-cooperative behaviors.

COLLABORATIVE NEGOTIATIONS



MODULES

ACTIVITY DESCRIPTION

Buyers and Sellers

- In pairs, participants engage in a mock negotiation of a classic car. They reflect on their experience and discover that satisfaction is driven by more than price.

Common Interests

- Teams compare common customer interests with their own seller interests.
- They consider different categories of value related to these interests and discover that interests drive negotiating behavior.

High-Impact Questions

- Participants learn the distinguishing characteristics of high-impact questions and practice writing these questions for a current customer.

Collaborative Negotiations Model

- Participants learn how to use the Collaborative Negotiations model to plan and engage in cooperative negotiations. They explore common negotiating interactions and practice writing high-impact questions. Then, they role-play common negotiating situations.

High-Value, Low-Cost Options and Negotiation Best Practices

- Teams analyze the options from their role-plays and assess their value to the customer and their cost to the seller.
- They develop new options that are high in value to the customer but low in cost to the seller and apply best practices to the negotiating situations used earlier.

Mock Negotiation

- In pairs as customer and salesperson, participants role-play a customized, complex mock negotiation related to challenges they face on the job. They apply best practices and determine how to overcome unexpected obstacles that arise.
- Then, they identify how value was defined or created.

Planning for Action

- Participants plan for upcoming negotiations using new tools and techniques from the session. They anticipate adversarial approaches and review tricks and tips for responding to resistance to cooperative negotiations.