



**Comprehensive  
Empowerment**

## Reasonable Negotiation

“Each time we need the cooperation of others to reach our objectives and answer our needs, we have to negotiate” (Leigh L.Thompson)

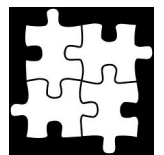
So, we may consider using these crucial abilities not only at work but also on the private level. However, they often seem to be underestimated , neglected, or even, ignored.

### What is in it for me in this workshop?

- Generating better agreements
- Creating and maintaining viable relationships with others
- Establishing and keeping a good self-image
- Understanding the importance of cooperation, information and preparation
- Mastering the four essential communication vectors
- Deciding when to make the first offer, why and how
- Understanding how concessions work
- Being aware of psychological mechanisms
- Knowing how to react to competitive tactics



Understand



Integrate



Practise

**Keep intuition and instinct - Add structure and strategy!**

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# Comprehensive Empowerment

## Agenda

## Methodology

### DAY 1

- Listening actively
- Asking relevant and efficient questions
- Advocating on a personalised way
- Handling objections constructively
  
- The 4 steps of a Negotiation Process
- Creating or distributing Value
- The BATNA notion
  
- Room for Manoeuvre
- The ZOPA notion
- Different types of negotiation
- Situational Matrix



Subgroup Discussions



Role Plays/ Exercises



Tools, Models, Methods

### DAY 2

- Powers and Leverage
- Standards and Norms
- First Offer
- Concessions Patterns
  
- Preparation
- Implementation



Illustrative Videos

### DAY 3

Thirty competitive tactics analysed by participants through discussions and simulations in sub-groups in order to determine risks and ways to react to them



Role Plays/ Exercises

**Keep intuition and instinct - Add structure and strategy!**