

Negotiating ambitiously and reasonably

“Each time we need the cooperation of others to reach our objectives and answer our needs, we have to negotiate”

(Leigh L. Thompson)

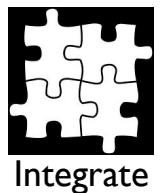
So, we may consider using these crucial abilities not only at work but also on the private level. However, they often seem to be underestimated, neglected, or even, ignored.

What is in it for me in this workshop?

📌 Generating better agreements, maintaining viable relationships



📌 Understanding the importance of cooperation, information and preparation



📌 Mastering the four essential communication channels

📌 Deciding when to make the first offer, why and how



📌 Understanding how concessions work

📌 Knowing how to react to competitive tactics

Negotiating ambitiously and reasonably - Agenda

DAY 1

- 🎧 Listening actively
- 🎧 Asking relevant and efficient questions
- 🎧 Advocating on a personalised way
- 🎧 Handling objections constructively
- 🎧 The PCCC process
- 🎧 Creating or distributing Value
- 🎧 The notion of BATNA
- 🎧 Opening, aspiration & reservation values
- 🎧 Room for Manoeuvre & ZOPA
- 🎧 Situational Matrix



Subgroup Discussions



Role Plays/ Exercises



Tools, Models, Methods

DAY 2

- 🎧 Powers and Leverage
- 🎧 Standards and Norms
- 🎧 First Offer
- 🎧 Concessions Patterns
- 🎧 Competitive Tactics
- 🎧 Key messages



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