

ADVANCED NEGOTIATION SKILLS TRAINING PROGRAM

Case Study Based and Role-Play Intensive Approach

 UNITY Negotiation Approach

5-Day Intensive Training Program



Key Learnings

Negotiation Dynamics: Mastering the Art and Science

Psychology of Negotiation

Negotiating with Dominant Suppliers

Navigating Power at the Negotiation Table

Managing Cultural Challenges in International Negotiations

Conducting Virtual Negotiation

Dealing with Dead-Lock Situation

Course Objective

The Advanced Negotiation Skills Program helps you close deals, create value, and manage relationships better, leading to improved company profits.

It teaches you how to use analytical tools and people skills to handle different negotiation styles and tactics, ensuring successful outcomes.

22

Exercises Included

9

Advanced Negotiation Strategies

5

Negotiation Stages Covered

15

Negotiation Toolkit Items

Featuring Expert Guest Speakers

International Negotiation



Fatick Al Balushi
Muscat

Communication & Cultural Negotiation



Dr. Mario Büsch
Köln

Art of Negotiation - Questioning Skills



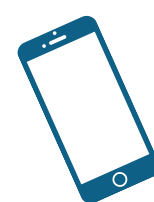
Zhuldyz Koshpanova
Doha

Technological Negotiation



Christian von Reventlow
Berlin

Real-World Negotiation Case Studies



Apple vs. Samsung



Airbus vs. Spirit AeroSystems

Your Learning Journey

Stages of Negotiation		Topic Coverage	Case Studies	Technical & Soft Skills Acquired
Day 1 & 2	Understand Negotiation Goal, Principles, Styles & Strategies	<ul style="list-style-type: none"> Failing to Plan is Planning to Fail: A Cautionary Tale 360° UNITY Negotiation Framework Negotiation Dynamics - The Art of Negotiation Discover Your Negotiation Style: Self Assessment Toolkit and Outcome 360° UNITY Negotiation Form Why Negotiations Fail? Selecting the Right Negotiation Strategy Expanding the Pie Taking Cost Out of the Supply Chain Negotiation Styles Principles of Negotiation Goal Setting: Goals, Key Activities and Results (GKR) Framework Identifying Issues, Positions, and Interests Team Rules in Negotiation 	<ul style="list-style-type: none"> Case Study 1: The Art of the Deal - Negotiating with the Chemical Supplier Brief Case Study 2: The Short-Term Win, Long-Term Failure Brief Case Study 3: RefineCo and SteelWorks team up for an Innovative Partnership Brief Case Study 4: The Devil is in the Details Brief Case Study 5: Merck's Mission Brief Case Study 6: P&G and Walmart Brief Case Study 7: GKR Case Study 8: Apple vs. Samsung & Netflix Brief Case Study 9: Apple, Netflix, and Samsung Exercise 1: Company Vs. Supplier Negotiation Exercise 2: Negotiation Styles Self Assessment Exercise 3: Applying the GKR Exercise 4: Identify the Issues, Positions, and Interests Exercise 5: The Downfall of Microsoft's Nokia Acquisition 	<ul style="list-style-type: none"> Understanding Negotiation Fundamentals Understanding the role of negotiation in procurement Knowledge of various Negotiation Styles Approaches Analysing Case Study Critical, Analytical and Problem Solving Skills Attention in Detail
	Navigating Data-Driven Supply Market Analysis	<ul style="list-style-type: none"> The words of John Ruskin Driving Value Through Supply Market Analysis in Supplier Negotiation Understanding Demand, Supply, Cost and Price Drivers Developing Supplier Cost Profile - Income Statement Approach Developing Supplier Cost Profile - Cost of Sales Approach Effective Negotiation Strategies During Inflationary Periods Cleansheet Costing Prime Kit: Procurement Inflation Management and Efficiency Kit Addressing Virtual Negotiation Challenges and Skill Requirements 	<ul style="list-style-type: none"> Exercise 6: Conducting Successful Supply Market Analysis for better Negotiation Exercise 7: Mapping Supply Drivers Exercise 8: Mapping Demand Drivers Exercise 9: Mapping Cost Drivers Exercise 10: Mapping Price Drivers Exercise 11: Conducting Supplier Financial Analysis for Negotiation (FINTECH Report) Exercise 12: Developing Supplier Cost Profile Exercise 13: Implementing Cleansheet Costing 	<ul style="list-style-type: none"> Market Research & Data Analysis Financial Analysis, Cost Driver & Cost Models Understanding Financials and Preparing for Negotiation Critical, Analytical and Problem Solving Skills Interpersonal & Communication Skills Team Work & Relationship Management

Stages of Negotiation		Topic Coverage	Case Studies	Technical & Soft Skills Acquired
Day 3, 4 & 5	Implementing Negotiation ToolBox	<ul style="list-style-type: none"> Understanding Supply Positioning Risk Matrix Understanding Supplier Preferencing Matrix Understanding Effective SRM Model Navigating Power at the Negotiation Table Power and Dependency Matrix Understanding Zone of Possible Agreement (ZOPA) Understanding Best Alternative to Negotiated Agreement 	<ul style="list-style-type: none"> Exercise 14: Application of Supply Positioning Risk Matrix Exercise 15: Application of Supplier Preferencing Matrix Exercise 16: Application of Power and Dependency Matrix Exercise 17: Application of ZOPA Exercise 18: Application of BATNA 	<ul style="list-style-type: none"> Strategic Thinking & Positioning Identifying & Prioritising needs Risk Assessment Knowledge of negotiation parameters Understanding counterparty perspective Problem Solving, Time Management & Decision Making Empathy, Flexibility & Active Listening
	Tackling Phases of Negotiation	<ul style="list-style-type: none"> Understanding MaSCoW Analysis Understanding the Psychology of Negotiation The Opening Stage of Negotiation Price Anchoring Strategies in Negotiation Questioning Skills in Negotiation Game Theory in Negotiation 	<ul style="list-style-type: none"> Exercise 19: MaSCoW Analysis Exercise 20: The Opening Stage of Negotiation Checklist Case Study 10: Gaming Theory - Gas Turbine (GE Vs Mitsubishi) 	<ul style="list-style-type: none"> Defining ground rules & Reflecting Confidence Planning and Structured Approach Assessing the decision making authority
	Yielding Effective Close-Out and Post Negotiation Techniques	<ul style="list-style-type: none"> The Bargaining Stage of Negotiation Addressing Cultural Challenges in Negotiation Strategies for Overcoming Deadlock Situations Identifying Negative Behaviors in Negotiation Defusing Negative Behaviors in Negotiation The Closing Stage of Negotiation Post-Contract Award Negotiation Follow-Ups 	<ul style="list-style-type: none"> Exercise 21: The Bargaining Stage of Negotiation Checklist Exercise 22: The Closing Stage of Negotiation Checklist 	<ul style="list-style-type: none"> Addressing Less Contentious Issues Evaluate Offers & Concessions Manage balanced negotiation process Demonstrating Curiosity & Openness Exercising Skepticism & critical thinking Maintaining Transparency & fairness Persuasion Skills & Assertiveness Relationship Management Performance Evaluation



Learning Outcomes

1. Hone your negotiation skills and develop strategies and techniques to achieve success at the bargaining table.
2. Understand negotiation dynamics and how to prepare for uncertainty.
3. Learn to craft agile negotiation strategy and be quick on your feet in changing circumstances.
4. Secure maximum value for your organization and yourself.
5. Reflect on personal behaviors and refine your negotiation approach to be more effective.
6. Leverage our tailored negotiation toolkits to optimize your company's specific negotiation scenarios effectively.

Meet the Course Director

Lan Srinivasan

Indian New Zealander

Qualified CA AU & NZ, MFM, London Business School and IMD Switzerland



Lan, an Indian New Zealander, is a highly qualified and accomplished senior executive in finance and strategy. With a remarkable 30-year career in global multinational corporations like Shell, Lan has negotiated in numerous international projects.

His extensive global journey has taken him through diverse regions, including the UK, Australia, New Zealand, Japan, South Korea, China, Germany, Greece, North America, Canada, Nigeria, and the Middle East.



Testimonials



Jasim Al Farsi
Manager Operation Contracts,
OQ

“The insights and practical approach have significantly enhanced our understanding of negotiation strategies and tactics. The training was engaging and provided invaluable tools that we look forward to applying in our professional journey.”



Ibrahim Al Shahi
Sr. Officer Logistics,
OQ

“The training session was exceptionally engaging and meticulously structured, providing invaluable techniques and tools that I am confident will enhance my professional capabilities moving forward.”



Hamdan Al Maamri
Senior Materials Engineer,
OQ

“The program was both thorough and practical, offering valuable techniques that can be applied in real-life scenarios. The trainers and guests were highly knowledgeable and adept at simplifying complex negotiation strategies, making them easy to grasp and put into practice.”

93%

Average course feedback from participants

97%

of the participants say that the instructor was knowledgeable and had subject matter expertise

92%

of the participants say that the learning from this course will be useful in their jobs.





Start Your
Negotiation
Journey Now

Contact us:
+968 7192 6277
+968 9355 9738

Write to us:
duaa@lanticsus.com
lan@lanticsus.com

ANS