



ADVANCED NEGOTIATION SKILLS TRAINING PROGRAM

Case Study Based and Role-Play Intensive Approach

5-Day Training Program

Inspired by London Business School

Result-Oriented
Real World Learning



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.

21

Exercises Included

6

Advanced Negotiation Strategies

5

Negotiation Stages Covered

15

Negotiation Toolkit Items

Featuring Guest Speakers

International Negotiation Expert



Name
Position
Country

Virtual Negotiation Expert



Name
Position
Country

Real-World Negotiation Case Studies



Apple vs. Samsung



Airbus vs. Spirit AeroSystems

Your Learning Journey

Stages of Negotiation		Topic Coverage	Case Studies, Individual & Group Exercises	Technical & Soft Skills Acquired
Day 1 & 2	The Negotiation Journey	<ul style="list-style-type: none"> Negotiation Journey Selecting the Right Negotiation Strategy Taking Cost out of Supply Chain Expanding the Pie 	<ul style="list-style-type: none"> Exercise 1: Case Study Introduction - Multimillion Dollar Commodity Procurement Negotiation Deal 	<ul style="list-style-type: none"> Understanding Negotiation Fundamentals Knowledge of various Negotiation Styles Approaches Analysing Case Study Critical, Analytical and Problem Solving Skills Attention in Detail
	Formulating Negotiation Gameplan	<ul style="list-style-type: none"> Principles of Negotiation Negotiation Strategies Issues, Position and Interests 	<ul style="list-style-type: none"> Exercise 2: Identify the top negotiation principles for the case study Exercise 3: Identifying Issues, Positions and Interests 	<ul style="list-style-type: none"> Understanding the role of negotiation in procurement Understanding Financials and Preparing for Negotiation Critical, Analytical and Problem Solving Skills Interpersonal & Communication Skills
	Market Research Driven Negotiation Approach	<ul style="list-style-type: none"> Supply Market Analysis Evaluate Supply, Demand, Cost Drivers Mapping Price Drivers Supplier Financial Analysis (SERBIA Analysis) Supplier Cost Profile 	<ul style="list-style-type: none"> Exercise 4: Market Research Expectations Exercise 5, 6, 7 & 8: Mapping of Demand, Supply and Cost Driver Exercise 9: SERBIA Analysis Exercise 10: Developing Supplier Cost Profile 	<ul style="list-style-type: none"> Market Research & Data Analysis Financial Analysis, Cost Driver & Cost Models Critical, Analytical and Problem Solving Skills Interpersonal & Communication Skills Team Work & Relationship Management
	Negotiation Toolbox	<ul style="list-style-type: none"> Supply Positioning Risk Matrix Supplier Preferencing Matrix Power and Dependency Matrix ZOPA BATNA MASCOW Analysis Team Rules in Negotiation Preparation of Key Negotiation Points 	<ul style="list-style-type: none"> Exercise 11: Applying Supply Positioning Risk Matrix Exercise 12: Applying Supply Preferencing Matrix Exercise 13: Applying Power and Dependency Matrix Exercise 14: Zone of Potential Agreement Exercise 15: Identifying Your BATNA Exercise 16: Identifying your MoSCoW Exercise 17: Defining Roles within the Negotiation Team Advanced Strategies: Establishing Team Rules in Negotiation Advanced Strategies: Conducting Virtual negotiation 	<ul style="list-style-type: none"> Strategic Thinking & Strategic Positioning Identifying and Prioritising needs Risk Assessment Knowledge of negotiation parameters Understanding from counterparty perspective Problem Solving, Time Management & Decision Making Empathy, Flexibility and Quick Thinking Active Listening

Day 3, 4 & 5	Navigating the Opening Stage of Negotiation	<ul style="list-style-type: none"> • Creating First Impression • Build Rapport • Check Authority & Basis of Meeting • Ground Rules • Your Outcome & Their Outcome 	<ul style="list-style-type: none"> • Exercise 18: Suggested Negotiation Points • Exercise 19: Opening Stage of Negotiation • Advanced Strategies: Navigating Power at the Negotiation Table • Advanced Strategies: Managing Cultural Challenges in International Negotiations 	<ul style="list-style-type: none"> • Setting up basis of meeting • Defining ground rules & Reflecting Confidence • Planning and Structured Approach • Creating First Impressions & Building Rapport • Defining goals and desired outcome • Assessing the decision making authority
	Navigating the Bargaining Stage of Negotiation	<ul style="list-style-type: none"> • Explore Positions • Make Progress • When you receive an offer • Make counter offer • Concessions • Getting Stuck 	<ul style="list-style-type: none"> • Exercise 20: Bargaining Stage of Negotiation • Advanced Strategies: Questioning Skills in Negotiations • Advanced Strategies: Dealing with Dead-Lock Situation 	<ul style="list-style-type: none"> • Understand Needs, Interest and Priorities • Addressing Less Contentious Issues • Evaluate Offers & Concessions • Manage balanced negotiation process • Demonstrating Curiosity & Openness • Exercising Skepticism & critical thinking • Maintaining Transparency & fairness
	Navigating the Closing Stage of Negotiation	<ul style="list-style-type: none"> • Summary • Check Agreements • Ask 'What more?' • Trial Close • Make the Offer • Confirm the Offer 	<ul style="list-style-type: none"> • Exercise 21: Closing Stage of Negotiation • Advanced Strategies: Bad Behaviors in Negotiation • Advanced Strategies: Negotiating with dominant suppliers / Hostile Negotiation 	<ul style="list-style-type: none"> • Decision Analysis • Knowledge of Contract Drafting • Legal Knowledge • Persuasion Skills • Assertiveness
	Post Contract Award Negotiation	<ul style="list-style-type: none"> • Review Contract Terms • Establish Communication Channels • Monitor Performance • Resolve Disputes • Evaluate Success 	<ul style="list-style-type: none"> • Advanced Strategies: Psychology of Negotiation 	<ul style="list-style-type: none"> • Financial Management • Relationship Management • Risk Management • Adaptability • 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

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 25-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.





Start Your Negotiation Journey Now

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