

Mercuri International

# HOW TO BECOME A BETTER NEGOTIATOR

## ARE YOU READY FOR A NEGOTIATION?

Improve your negotiation skills by understanding the different stages in a negotiation process and how to treat them. To effectively handle the complete negotiation process, discover this interactive learning path.





## AUDIENCE

All sales professionals that want to upskill their negotiation tactics and become successful negotiators.



**DURATION: 2 hours 30 min**



## FURTHER INFORMATION

The path contains videos, exercises and downloadable documents as well as interactive activities and open forums to connect with the community.



## TRAINING COURSE OVERVIEW

**Step 1: Introduction to negotiation**

**Step 2: Preparing a negotiation**

**Step 3: Discussion**

**Step 4: Practicing win-win situations**

**Step 5: Bargain**



# TRAINING COURSE OVERVIEW

# STEP 1: INTRODUCTION TO NEGOTIATION

## Key points of becoming a better negotiator

Discover how to become a better negotiator by focusing on understanding the structure of the negotiation process, analysing the negotiation stages and identifying the key competences to increase your efficiency during a negotiation.

## The negotiation process

It's important to view the negotiation as a process and not an event. Brush up your skills on having a professional way of setting the theme and to control the agenda and outcomes of various negotiation meetings in the process.

## Self-Assessment – Find your negotiation style

Discover different negotiation styles and find out yours through an interactive and engaging module.



## STEP 2: PREPARING A NEGOTIATION

### Preparation is key

In this step, you will discover what the most relevant components are for successfully preparing for a negotiation, with the aim of making you confident and aware of areas you can afford to concede. In particular, you will be able to:

- Apply the Five principles of The Harvard Negotiation Concept.
- Analyze the variable components in terms of costs and value.
- Determine your needs and wants, to define a strategy and get a sense of where your deal might end.
- Identify how compatible your customer's and your company's interests are.



## STEP 3: DISCUSSION

### Successful discussions

Very often, negotiators rush through this phase of the process. Successful negotiators don't! The negotiation is closely connected to the end result of the business deal but also the perception of it. Discover how to develop credibility during the discussion phase of the process, focusing on:

- The key information for the negotiation.
- How to build the right relations.
- Understanding the value of the negotiation elements.
- Clarifying positions and interests.



# STEP 4: PRACTISING WIN-WIN SITUATIONS

## Reach a win-win situation

You should now have a clear idea of your value to the customer, the urgency of implementation of your solution, your variables and fixed components as well as the customers position and interest. This phase enables you to test your understanding through these main points:

- How to get to the ZOPA (Zone Of Possible Agreement).
- The “If... then” technique.
- How to understand your customer’s signals.
- Evaluating the balance of power.

And of course, learn how to master a “no”.



# STEP 5: BARGAIN

## Reaching an agreement

In this final step of the negotiation process, you will discover how to reach a final agreement based on good preparation, discussion and understanding of each other's situation, with a focus on:

- Tactics you can use to deal with your customers.
- Ploys that customers use.

It's important to move the balance of power to your favor, in order to get a positive outcome. How to do it? Find out in this last stage of the negotiation process.







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