OVERVIEW

Whether you’re a deal-maker or a please-don’t-make-me-dicker type, or maybe you’re contracting services, striking a deal for office supplies or outsourcing a vital part of your business, you are faced with negotiation situations nearly every day. Whatever your challenge, learning stronger negotiating tactics and strategies will vastly improve the way you work and the results that come from your efforts. This course delivers the essence of negotiating in one power-packed day. Understand the power that’s yours whenever you sit down at the bargaining table. Banish uneasiness so you can enjoy the negotiating process and see results.

LEARNING OBJECTIVES

- Discuss the best practices for negotiating with vendors and suppliers
- Identify the right way to prepare for any negotiation that ensures buying success
- Establish your negotiation goals and determine your bottom line
- Discover the critical communication skills necessary for every long-term vendor relationship

TRAINING DELIVERY

- Pre-training: Tailoring and customization of content
- Delivery of training using presentation, small group exercises, case studies, role-plays, games, etc.
- Post-training: Follow-up within 30 days to review information, provide coaching, set goals, etc. (optional)

COURSE HIGHLIGHTS

Understanding essential elements of buyer-seller negotiations
- Negotiation: What it is and what it isn’t
- Three crucial components to every negotiation
- Six tools found in every master negotiator’s tool box
- Qualities shared by every long-term and well-respected buyer
- Blunders and collaboration hurdles that will block your bargaining efforts

Preparation: The single most important key to buying success
- Setting the cornerstone for every successful negotiation you’ll build
- Five unexpected ways to power up your negotiating
- Stick to the script—Benefits of using scripts

Establish your negotiation goal sand determine your bottom line
- Establishing your bargaining boundaries—Set goals to be effective
- No, no and no again: how one little word can get the “yes” you’re after

Listen, then speak: Critical skills for clear negotiation communication
- The two-ears-and-one-mouth theory of all successful negotiators
- Exercises that will make you a better communicator
- How to guarantee that what you say is what they’ll hear

The power of questions
- Three phrases you should never use in negotiating
- Remember these rules when buying by telephone
- Using silence to make golden deals
- Common haggling tactics and how to handle them
  - Stonewalling or diversion
  - Let’s split the difference or the high-low game
  - Misinformation or dirty tricks
  - Good vendor/bad vendor
  - The sudden changer or the done dealer

Overcoming those universal buyer-seller bargaining obstacles
- BATNA: What it is and why you need one
- Time-out: when you need to step back for a bargaining breather
- The deadly deadlock: Breathing new life into standstill negotiations
- Six keys that reopen deals with difficult suppliers

Negotiating tips to use with your long-term vendors and suppliers
- A long-term mindset is key to long-term buyer-seller relationships
- You fumbled an important purchase! Ways to get the ball moving again
- One-shot deals: How to change your strategy for those occasional short-term negotiations

VEND Vol. II SP