

Area	"Dynamic negotiating – beyond the theory"	
Overview	<p>An advanced Negotiating Skills course that delivers more than negotiation theory – with proven tools and tactics that can teach you how to increase your profits and create successful long term relationships – at every encounter.</p> <p><i>"Strategically relinquish battles – but win the war"</i></p> <p>Dynamic Negotiating is a two day course taught by successful, practising negotiators, offering "tried and tested" tools for results.</p> <p><i>"In the end, every negotiation is concluded between two sets of eyes"</i></p> <p>Dynamic Negotiating will also provide the legal guidance needed to ensure good Corporate Governance, and to manage risk. Creating negotiations that offer both powerful short term benefits, and deliver the integrity your customers demand in the long term.</p> <p><i>"The best negotiators leave their options open. Until the very end."</i></p>	
Structure	<p>Day one:</p> <ul style="list-style-type: none"> - Theory - Practical examples from the experience of the presenter - Practical examples from the experience of the participants - Guest speaker - Networking 	<p>Day two:</p> <ul style="list-style-type: none"> - Theory - Practical examples - Discussion of the course tools - Workshop and negotiation - Feed-back forms - Networking - Informal discussions and practical advice from the lawyer who put together the legal side of the course

<p>Content</p>	<ul style="list-style-type: none"> •Introduction •The anatomy of a negotiation <ul style="list-style-type: none"> - Phases, types and approaches - The golden rules for negotiation - Qualities of a successful negotiator - Representation & Roles - Legitimacy & standards - Using your physical environment - A magic box of negotiation strategies and tools - Recording of the negotiation - Gaining allies •Building blocks of a commercial negotiation: <ul style="list-style-type: none"> -Research -Preparation + negotiation workbook -Financial aspects -TPA -Contract creation -Communication plan -Risk management -Relationship management -Corporate governance -The negotiation plan •Leading the negotiation •Conflict management •Crisis management •Conclusion of a negotiation •Implementation •Bibliography and recommended reading
<p>Benefits</p>	<p>On completion of this course, participants should be able to:</p> <ul style="list-style-type: none"> • Understand, identify and use various key communication and negotiation principles, types, methods and approaches • Learn and practise tested strategies, tactics and formulae for profitable negotiations • Manage and employ the strategies and behaviors required to achieve successful communication and negotiation • Learn how to win when they are in very weak positions and their counterparts are perceived as powerful • Demonstrate effective communication and negotiation skills, knowledge and understanding of the negotiation process • Develop and implement communication plans, risk management plans, negotiation workbooks and negotiation plans • Organise, prepare and lead a negotiation • Successfully close a negotiation and help in the implementation of its outcomes

Who should attend	<p>The program is of benefit for the following categories of managers:</p> <ul style="list-style-type: none"> - CEO/CIO/CFO involved in large contract/deal negotiations - Procurement department managers/officers - Contracts/Legal department staff - Lawyers - Company officers - Sales executives and managers - Business development executives and managers - Project/Program managers and Project directors - Vendor managers - Business Line managers - Future managers <p>The program will change and improve the way people relate to their colleagues, peers, managers in day to day life.</p>
Practical tools	<p>Every course participant receives:</p> <p><i><u>The Negotiation Plan</u></i> – a total strategy template covering High Level Strategy to detailed management</p> <p><i><u>The Negotiation Workbook</u></i> – enabling understanding of strategic elements within your negotiations</p> <p><i><u>The Risk Management Template</u></i> – enables identification, management and mitigation of risks</p> <p><i><u>Risk Checklist</u></i> – covers the risk categories for the entire company</p> <p><i><u>Generic Contract Template</u></i></p> <p><i><u>The Contract Execution signoff form</u></i> – forms the basis of the Board Presentation</p> <p><i><u>Decision Matrix</u></i></p> <p><i><u>The Magic Box of tactics</u></i></p>

Workshop	<p>The participants will be separated in two groups.</p> <p>Materials</p> <p>Each group will be given the background materials of a negotiating party. The negotiating materials refer to a real life negotiation, whose outcome is already known.</p> <p>Methodology</p> <p>The two groups of participants will be asked to negotiate using the practical templates and tools made available, thus implementing the negotiation methodology learned in the course.</p> <p>Goals</p> <p>The goal of each party will be to improve the outcome of the negotiation.</p> <p>Conclusion</p> <p>At the end of the exercise they will find out the names from the real life example and will be able to judge their own performance as negotiators.</p>
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