

NEGOTIATION STRATEGY AND TACTICS

OVERVIEW

Used by over 150 organizations worldwide, The Negotiation Strategy and Tactics Program explores skill building at the tactical level rather than at the behavioral level. Participants learn how to manage the process of negotiation from planning through implementation using tactics that best fit a particular situation.

Fast paced and highly experiential, the program provides many opportunities to practice negotiation skills and receive feedback from experienced trainers and peers.

NEGOTIATION STRATEGY AND TACTICS participants develop skills to negotiate agreements that

- ^a Meet the needs of both parties
- ^a Strengthen the relationship between the parties
- ^a Delineate clear action steps that both parties understand and can commit to
- ^a Anticipate and cover implementation pitfalls
- ^a Use time efficiently

TARGET AUDIENCE

Managers, Supervisors, Project Leads and other Professionals who negotiate

- ^a Resources, Budgets and Staff Levels
- ^a Priorities, Deadlines and Time Scales
- ^a Employment Terms, Pay and Conditions
- ^a Contracts and Specifications
- ^a Selling Prices and Payment Terms
- ^a Penalty Clauses and Delivery Schedules

PROGRAM OUTLINE

Self-Assessment: The Negotiation Skills Inventory provides participants with baseline data on their performance of critical negotiation tasks. Participants use a negotiation model to determine their typical response to conflict, their understanding of negotiation, their strengths and shortcomings as negotiators, and their personal goals for the program.

Needs/Currency Analysis: Participants examine the underlying needs that drive a negotiation. They learn how to identify the prime currency of exchange in a negotiation and to recognize the importance of alternative currencies. Simulations provide opportunities to practice planning and interactive skills.

Tactical Analysis: Participants learn tactics for carrying out each of the critical tasks of a negotiation. They then formulate a General Tactical Orientation that helps them select tactics appropriate to any negotiation. Flexibility is stressed so that participants learn to use a range of tactics and to modify their approach on-line.

Application Planning: Participants plan and rehearse an actual upcoming negotiation at work so that they can put the concepts and skills from the program to immediate use. Participants receive coaching from peers and instructors while they refine their plan to increase the likelihood of success.

The Negotiation Strategy and Tactics Program has been delivered in hundreds of organizations including:

**CNA Insurance
Companies
Anheuser-Busch
Amoco
BASF
Bell Atlantic
Chevron
Citibank
Lever Brothers
Philip Morris
Shell
Van Leer
Wang**

DELIVERY & TECHNIQUE

Delivery: The Positive Negotiation Program is conducted by certified trainers. APRENDA's trainers have an average of 15 years training the program and are highly skilled and flexible. Client organizations may also choose to conduct the program using trained and certified internal trainers. Inquire about our Train-the-Trainer and Certification Programs if this is your organization's strategy.

Techniques: Adult Learning Techniques used in the program include short input lectures, self-directed learning, exercises (individual, group and pair), role-plays, trainer feedback and coaching. Video and/or audio is used and role-play simulations are chosen from an extensive library. Client-specific exercises can be included.

Program Duration: The program produces excellent results when conducted over two or three consecutive days with a structured assignment to be completed prior to the program. Your APRENDA account manager will work with you to design a delivery method that best suits your needs. 1 day designs are also available to meet specific group needs and time restrictions.

Recommended Class Size: One trainer per twelve participants is recommended to ensure high-levels of personal feedback and coaching. Groups ranging from 8 to 20+ participants can be accommodated.

TESTIMONIALS

"We were able to put together three separate agreements with a combined value of 9 to 10 million. Negotiations resulted in savings of 20 percent (+/-) off quoted (not list) pricing. Savings estimated \$1.5 million."

"Working on a team to develop a contract with a vendor, we were able to save our company nearly one million dollars by using Negotiation Strategy and Tactics."

"Purchasing was able to negotiate a sale and trade for 25,230 feet of surplus casing and recovered our book value in the amount of \$835,000. In the trade portion of the negotiations, we were able to use some of the Houston region's 4Q90 casing requirements as incentive for a vendor to trade for the remaining 1034" surplus casing."

"I have just completed signing a contract for pacemakers for the next twelve months and anticipated savings will be in the \$300,000 range."

"Negotiated a 50% discount on software and ongoing maintenance contracts for a corporate-wide risk management system. Estimated savings: \$240,000. Obtained additional vendor services at no charge, such as modifications, additional software modules, and support for installation."

"Working on a team to develop a contract with a vendor, we were able to save our company nearly one million dollars by using Negotiation Strategy and Tactics."

"Met with a joint interest owner in a producing property we operate to attempt to resolve \$27,000 in disputed charges. As a result of the meeting, the joint interest owner agreed to pay the entire amount."

"Successfully negotiated a performance program (annual) with one of our major customers that delivered an additional \$65K to the bottom line. This was the test case identified at the course."

"In most recent negotiations with an external contract, we saved roughly \$20,000 on a \$50,000 contract. In addition, their 'wants' were met."

"Saved a \$400,000 contract with XXX corporate account while maintaining average list price. Gave up some ancillary computer programs that meant a lot to this account but very easy to justify on our end."