

“As a result of the program I 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.”

[>> Read More Participant Testimonials](#)



The **NEGOTIATION STRATEGY & TACTICS®** Program has been successfully delivered in hundreds of organizations including:

Baxter Healthcare Corporation
CNA Insurance
ExxonMobil
Anheuser-Busch
Amoco
BASF
Bell Atlantic
Chevron
Citibank
Lever Brothers
Philip Morris
Shell
7-Eleven

NEGOTIATION STRATEGY & TACTICS

OVERVIEW

The Negotiation Strategy and Tactics Program supports participants in managing high performing agreements, negotiating settlements, and resolving conflict. The focus of the learning is on the critical tasks required to successfully move through each critical stage of a negotiation.

Participants learn how to manage the process of negotiation from planning through implementation using **positive, ethical** tactics that best fit in a particular situation. Fast-paced and highly experiential, the program provides many opportunities to practice the new skills and receive feedback from experienced trainers and peers. The program is highly-interactive and customizable.

PROGRAM OBJECTIVES

Participants will:

- Learn to manage the negotiation process more effectively.
- Gain skills that allow them to enter negotiations with confidence and a clear idea of purpose
- Learn to prioritize desired outcomes
- Plan and build strategies for upcoming negotiations (formal and informal)
- Learn how to analyze conflict situations and to select and implement appropriate tactics
- Gain skills that allow them to avoid manipulative techniques and build sustained mutual trust with negotiating partners
- Learn how to use negotiation to improve cross-functional, supplier and client relationships and become more effective team members and leaders
- Acquire standards for reaching quality agreements that stand the test of time

PROGRAM OPTIONS

The program produces excellent behavioral change opportunities when conducted over two to three consecutive days with a structured assignment to be completed prior to the program.

1-day designs are also available to meet specific group needs and time restrictions.

The optional **Positive Negotiation Module** fortifies **The Negotiation Strategy and Tactics Program** with a day of training specifically to build the **Influence Skills** that can be decisive in any negotiation. In this optional one-day module, participants complete an assessment to determine their typical influence behaviors when negotiating and engage in simulated negotiations to develop and learn to apply powerful and proven influence skills to a negotiation.

High-Quality Programs

APRENDA only offers programs proven to get results and to make a positive impact on your participants, your organization and your bottom-line.

[Read More about Our Programs](#)

High-Quality Trainers

We know that the trainer can make or break an engagement. APRENDA facilitators have years of real-world and training room experience and are skilled at making participants feel comfortable yet challenged.

[Read More About Our Facilitators](#)

High-Quality Partnering

At APRENDA we pride ourselves on providing our clients with the highest quality partnering experience available.

[Read More about How We Work](#)

[more>>](#)

PROGRAM METHODOLOGY

Our **Negotiation Strategy and Tactics Program** presents **Purposeful Negotiation Action™**— a model that helps negotiators see the big picture of each negotiation and think a step or two ahead, developing practical plans as they proceed through four main stages of a negotiation. Participants in the program will explore their own negotiating styles, learn to analyze negotiation situations and learn to shape their negotiating strategy and tactics to each negotiation they enter.

PRE-PROGRAM 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 disagreements, their understanding of negotiation, their strengths and shortcomings as negotiators and their personal goals for the training program.

NEEDS/CURRENCY ANALYSIS: In this part of the program participants examine the underlying needs that drive negotiations and learn how to identify the prime currency of exchange in typical negotiations. They also learn how to recognize the value of alternative currencies. Simulations provide opportunities to practice planning for negotiation and interactive skills.

TACTICAL ANALYSIS: Participants learn tactics for carrying out each of the critical tasks of a negotiation. They formulate a General Tactical Orientation that helps them select tactics appropriate for the negotiation. Flexibility is stressed as participants learn to use a range of tactics and to modify their approach as they go.

APPLICATION PLANNING: Participants plan and rehearse an actual negotiation that awaits them back at work allowing them to put the concepts and skills from the program to immediate use

NEGOTIATION SKILLS – NOT JUST FOR SALES ANYMORE!

Price. Contract Terms. Priorities. Schedules. Deadlines. Resource allocation.... Many everyday decisions are subject to negotiation. Yet for most people, negotiation is not easy. Natural-born negotiators are rare and few people consciously develop a consistently effective approach to negotiation on their own. This deficit in negotiation skills leads to personal frustration as well as incalculable losses in opportunity, efficiency, and productivity. **The Negotiation Strategy and Tactics Program** provides a proven negotiating process and the corresponding skills anyone can apply to consistently achieve concrete agreements, strengthen work relationships, avoid nonproductive conflicts and make more efficient use of our most precious of resources...time!

TARGET AUDIENCE

*The **Negotiation Strategy & Tactics** program is perfect for people in your organization who:*

- *Sell products or services*
- *Manage relationships with vendors*
- *Negotiate salaries and/or benefits*
- *Negotiate for resources and support*
- *Coordinate timelines and priorities with other units or departments*
- *Manage projects*
- *Lead teams without Authority*

WHY APRENDA?

High-Quality Programs

APRENDA only offers programs proven to get results and to make a positive impact on the organization. All of the programs we offer have been successfully delivered in hundreds of organizations and receive overwhelmingly positive participant feedback time and time again. At APRENDA our clients are guaranteed training at work that works!

High-Quality Trainers

We know that the trainer can make or break an engagement. In addition to being knowledgeable and experienced in the content they train, APRENDA facilitators are skilled at:

- Making participants feel comfortable yet challenged
- Facilitating individual learning in a group atmosphere
- Making training engaging and interactive
- Managing large, diverse groups
- Coaching individuals on how best to apply skills back on the job
- Customizing the training from the platform for maximum impact and relevancy

High-Quality Partnering Experience

At APRENDA we pride ourselves on providing our clients with the highest quality partnering experience available. We listen, we respond, we're flexible, we pay attention to details and we follow-up, all so we can meet your needs and make the experience of partnering with an outside vendor easy and pleasurable.

