

Why Complex Negotiation Skills?

World class organisations need to negotiate to the highest standards to achieve the best outcomes without compromising long-term relationships. Complex Negotiation is an advanced programme within our negotiation training, that gives you and your team a deeper understanding of the DNA of a successful complex negotiation and the skills to achieve the best outcomes.

In our Complex Negotiations Skills programme, we use Verbal Behaviour Analysis or VBA for short. VBA is the means by which we analyse and measure verbal communication. It is at the heart of all our methodologies and for providing reliable feedback as the bases for viable skill development.

We have used VBA to identify what successful sellers and negotiators do, and have created best practice skills models so that everyone can emulate the skills that lead to success. We also implement VBA within each learning session to analyse the current skill levels of participants and identify areas that can be practiced during our programmes.

Overall, adopting our negotiation behaviours, processes and tools will give you:



More profitable deals in virtual and face to face negotiations



Skills to manage the negotiation, develop mutually agreeable outcomes, and facilitate an effective implementation



Improved processes before, during and after the negotiation



Tools to help identify where and when your organisation has leverage



A common language and coherent approach to managing the negotiation



An understanding of where power lies and associated tactics and strategies



More confidence when dealing with difficult deals/people



Really great, well-structured training focused on a real negotiation. Negotiating as a buyer AND a seller gave us great insight, particularly in the planning stages of the negotiation. Everything we learned is both important and relevant to my job right now and it will definitely change the approach I take with our suppliers.”

Participant, Senior Procurement Team, GE Renewable Energy

Who is our Complex Negotiation Skills programme for?

Negotiation is part of nearly every single sales and procurement process. This programme is for anyone who negotiates regularly as part of their job, whether as part of a team or as a principal negotiator, as a buyer or seller – or for intra company negotiation.

Huthwaite trains people from Procurement and Purchasing teams to Sales, Commercial HR and Senior Managers across all functions who are looking to elevate their skills, avoid concessions, surrender less margin and improve terms of business consistently and sustainably.

Huthwaite also offer **Essential Negotiation Skills training**, suitable for regular or routine negotiation scenarios where improved skills can make a big difference to ‘everyday’ negotiation outcomes.

Benefits for your business

Understand your organisation’s negotiation DNA and develop proven strategies and tactics to conclude sustainable terms and surrender less margin

Develop skills and a common negotiation language across your organisation that will translate into your real-world challenges

Adopt proven negotiation strategies and best practice which result in more profitable and longer-term relationships

Build confidence in your negotiators to understand your organisations sources of power and stop value erosion

The ability to achieve ROI early in the implementation

Benefits for negotiators

Ability to describe and use the key behaviours used by world class negotiators and the behaviours to avoid

Know how to analyse the context of a negotiation and prepare an optimal negotiating position

Plan a variety of tactics to move a negotiation toward your desired outcome

Understand how to open and conclude a negotiation

Immediately implementable skills, processes and tools proven to improve live deals

Receive a benchmark review of performance against the skill model and be given constructive and objective feedback as a personalised action plan for ongoing development

We help negotiators address common challenges like these:



The processes, skills and tools we teach can be shared with colleagues and present a common front to the other party



“The other party is better organised and divides and conquers our negotiation team”

Preparation and planning processes are a key part of the training, including setting best, target and worst trading limits



“The focus on price means our organisation ends up conceding and being pushed towards a worse deal”

The programme focuses on preparing an optimal negotiating position and the concepts of levers and bargaining and how to apply them



“Our negotiators appear powerless, particularly in negotiations with large sophisticated organisations”

Participants will learn skills for persuasion, managing the power balance and bargaining



“The other party uses aggression and we’re usually involved in a conflict, with negative consequences for the deal and the relationship”

By the end of the programme, participants will have strategies for maintaining a positive climate, dealing with ‘dirty tricks’ and overcoming stagnation or deadlock



“We keep signing deals that are costly, where margins are squeezed and the relationship is damaged”

Using Huthwaite tools, participants will have a framework for analysing the context of the negotiation and preparing an optimal negotiating position



“Getting a mandate internally is almost as difficult as dealing with the other party.”

Using the preparation and planning tools will provide clarity to the internal stakeholders setting mandates

Why does our negotiation skills programme work?

Our complex negotiation model was developed here at Huthwaite International - our unique research involved observation of the live execution of business negotiations which revealed exactly what successful negotiators do. Asking people what they do is never as authentic as observing what they do and we continue to research, challenge and evaluate our original findings. The key to successful negotiating is not down to gimmicks or tricks, but the result of measurable, trainable behavioural patterns.



Researched behaviour success model – Our training isn't based on unsupported theory but research into what happens in successful business negotiations across the world's diverse cultural settings



Negotiation mandate – capture and evaluate your position and theirs to keep negotiations on track for a sustainable and profitable outcome



Incremental learning – plan, practice, feedback and review time to build knowledge, develop behavioural skills and apply processes and tools



Real world application – prepare, plan, execute and receive expert feedback and performance review in our negotiation simulations

Many of the top negotiators in the world are trained by Huthwaite International. They prefer to stay anonymous as their skills allow them such a powerful advantage.