

## Why Essential Negotiation Skills?

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Most people in business probably spend more time negotiating than they realise, so understanding the fundamentals of negotiation and building some key skills is important. Some of the negotiations may take place as set piece, scheduled or formal meetings. Others might happen unexpectedly. How often do you get caught unaware by a conversation that turns into a negotiation you haven't prepared for? And even when we know we are facing a scheduled negotiation, we don't really know how to plan to get what we want.

Whether you're selling, buying, or trying to make a case inside your own organisation, the chances are that there will always be room for some variation of terms, and a number of issues to be traded. But do you know how to think through what those variations and trades might be, and how to get them agreed in your favour? If you don't, could it be costing you or your organisation time, money or some other scarce resource?

In our Essential Negotiation Skills programme, we use Verbal Behaviour Analysis or VBA for short. VBA is the means by which we analyse and measure verbal communication – the things that people say to each other in a given situation. We have used VBA to identify what successful sellers and negotiators do and have created best practice models so that everyone can emulate the skills that lead to success.

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### **Overall, adopting our negotiation behaviours will give you:**

-  Skills and tools to negotiate more profitable deals
-  Ability to identify how and where you can improve margin
-  Ability to sustain good relationships with customers and/or suppliers
-  A common language and coherent approach to managing the negotiation
-  Sharper skills and more confidence when dealing with difficult deals/people
-  More successful outcomes in both virtual and face to face negotiations

**We are experiencing more positive outcomes and at the same time seeing real improvements in our bottom-line. Huthwaite's flexible and tailored approach will continue to create value for both us and our customers into the future.**

ArcelorMittal

## **Who is our Essential Negotiation Skills programme for?**

Huthwaite Essential Negotiation Skills will benefit anyone who encounters regular or routine negotiation scenarios, where improved skills can make a big difference to 'everyday' negotiation outcomes. It's perfect for teams who have the mandate to agree terms on a small range of issues, rather than more complex scenarios. We have our **Complex Negotiation Skills** programme for more complicated negotiations where strategy and structure are key.

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.

### **Benefits for your business**

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 skills 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

### **Benefits for negotiators**

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

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

Create individual action plans for on-going improvement identified during the collaborative learning programme

## We help negotiators address common challenges like these:



**"We sometimes get caught unaware by a conversation that turns into a negotiation we haven't prepared for"**

Participants will learn strategies and tactics for use when facing a surprise negotiation



**"Even when we know we are facing a scheduled negotiation, we don't really know how to plan to get what we want"**

Learn an effective process for robust and reliable preparation and planning



**"A lot of the everyday business interactions we have with clients, suppliers or colleagues seem to leave us with the worse end of the deal"**

Learning new skills gives you participants the confidence to conduct the negotiation and develop mutually agreeable outcomes



**"When we get face to face with the other party, we don't really know what we should be saying, and how we should be saying it."**

Participants will have the ability to differentiate negotiating to other commercial activities with different skill sets such as selling



**"Somehow, we always seem to be the less powerful one when we sit down to negotiate anything." Our negotiations aren't usually all that complex, but plenty can still go wrong"**

Come away with an understanding of how to assess and adjust the power balance and produce a win for both sides



**"We've no common negotiation process, language or tools"**

The common language, skills and tools given will quickly pervade your organisation with the clarity and precision needed for negotiation success

## Why does our negotiation skills programme work?



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



**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



**Incremental learning** – our programmes give you planning, practice, feedback and review time to build knowledge, develop behavioural skills and apply processes and tools

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