



# ADVANCED NEGOTIATION

OVERCOMING TOUGH PROCUREMENT  
CHALLENGES

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## OVERCOMING TOUGH PROCUREMENT CHALLENGES

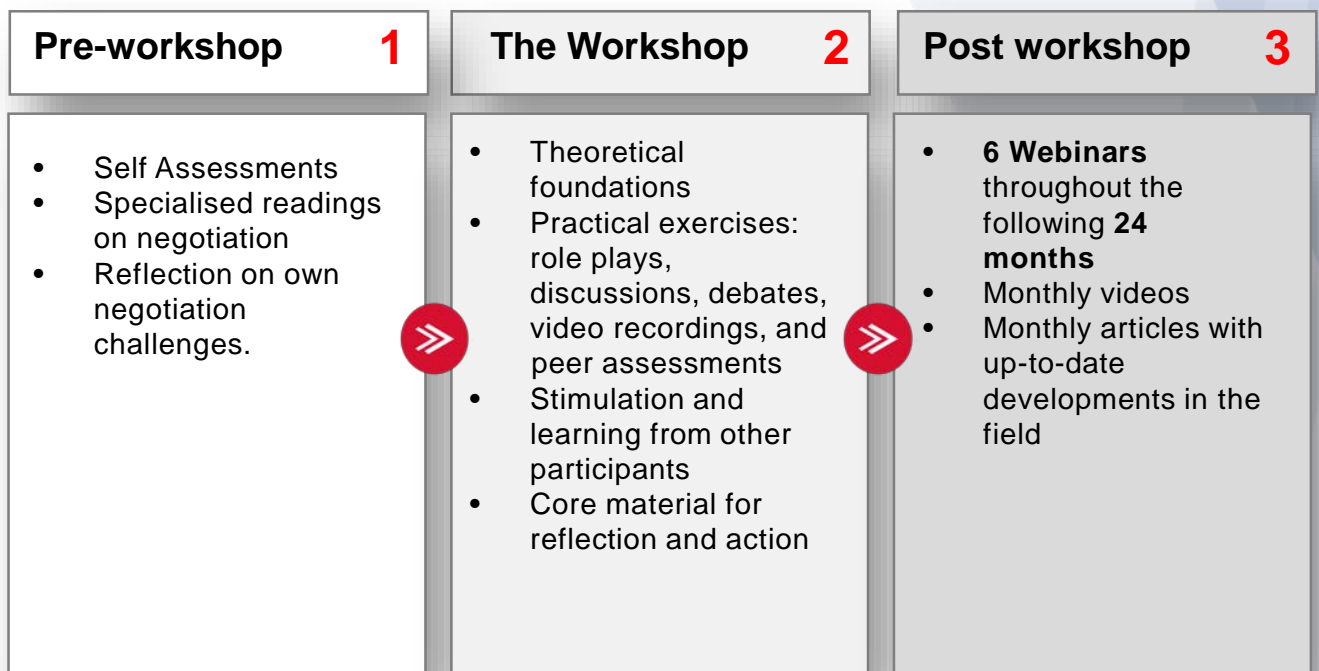
### Introduction

This advanced two-day negotiation program, is aimed at experienced negotiators in procurement that want to move to the next level of excellence. Focus on handling particularly difficult situations, such as negotiating with no alternatives, dealing with difficult people, and managing internal and external negotiations.

As a result of this workshop, participants will learn **advanced frameworks** to effectively deal with the **toughest challenges** in negotiation in procurement, gain valuable practice and apply what they have learned with confidence.

*One out of three participants were able to deliver at least **one million Swiss Francs** of cost savings within three months of the workshop (based on open enrolment workshop in May 2017)*

## CABL's THREE-PHASE LEARNING PATH



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### Facilitation methods

Negotiation is a performance skill. **YOU CAN LEARN IT!**

This action-learning workshop is based on a mix of specific real life negotiation simulations, group work and theoretical concepts.

Participants are encouraged to share their own work experiences and challenges. Cross learning amongst participants is fostered.

The course is **designed to address a broad spectrum of negotiation problems** that are faced by managers and professionals, in any industry. You will have the opportunity to practice in a low risk environment and to observe yourself and others while negotiating. **Video-recording** are used to review and provide feedback on role plays.



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### Key topics of the 2-day course

- **Course Introduction & Core Concepts**
- Effective Preparation
- **Hard Bargaining Techniques**
- Creating and Claiming Value
- **How Digital Transformation will transform the Art of Negotiation (Alessandro de Luca)**
- Using your voice to be more influential
- **Negotiating in Single Source Supply**
- **Negotiating innovation with startups (Paul André)**
- Multiple Equivalent Simultaneous Offers
- **Negotiating a long-term agreement – the Sales perspective (Regina Roos)**
- Contingency Agreements
- **Negotiation in a fast-changing market environment (Thierry Blomet)**
- Putting into Practice



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### ADVANCED NEGOTIATION WILL HELP YOU

#### DEVELOP 1

- Concrete strategies for your negotiations while keeping your social relationships intact and retaining personal values

#### IMPROVE 2

- Your understanding and predictions of people's behaviours

#### CULTIVATE 3

- Enhanced mental effectiveness and persuasive approaches to craft both competitive and cooperative negotiation strategies

### Key Benefits

- **2+1:** **Two** workshops days + **One** day of remote learning (six **75 minute** webinars on various negotiation topics and challenges) for a complete blended learning experience to ensure material absorption
- A **structured** approach for preparing internal and external negotiations
- Improved awareness of the **impact your behaviour** has on others and how to use this to your advantage
- Increased ability to create and **claim value** in all your negotiations
- A set of strategies to deal with some of the **toughest challenges** in negotiation
- **Personal feedback** from the lecturer and peers that help identify your strengths and improvement areas
- A healthy dose of **humour** and **fun**
- A complete learning experience, **including pre-work** and **post workshop** assessment
- **UNIQUE:** participants will receive monthly articles and videos as well as partake in specialised webinars to continue the learning journey.



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### Course Facilitation

### Course Leader



#### Giuseppe Conti

Creator of Master Negotiators  
MEng, EMBA



Since 2006, Giuseppe has been an award winning lecturer at leading business schools throughout Europe (Cambridge, ESADE, HEC Lausanne, HEC Paris, IESE, IMD, Imperial College, INSEAD, London Business School, Oxford, RSM, SDA Bocconi, University of Geneva, and University of St. Gallen).



Giuseppe is also a seasoned negotiator combining academic content with a rich practitioner experience from his senior Procurement and commercial leadership roles within blue chip multinationals (Procter & Gamble, Novartis, Firmenich and Merck). He runs customized negotiation and influencing workshops for leading corporations in four continents.



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### Guest Speakers:



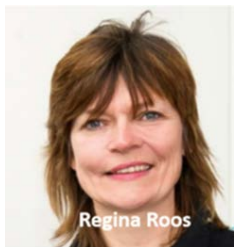
**Alessandro de Luca**  
“How Digital Transformation will transform the Art of Negotiation”  
Chief Information Officer (CIO) Healthcare, Merck

Alessandro is currently the CIO for Merck Healthcare after being the Global Head of the Supply Chain operations. Prior to Merck, Alessandro worked with Procter & Gamble for 20 years across a number of roles. In 2015, he was awarded the title of “Most Influential Supply Chain Executive in Europe” within Pharma by the SCM magazine.



**Paul André**  
“Negotiating innovation with startups”  
Reduced Risk Commercial Supply Director, JTI.

Innovation and entrepreneurship are the two areas where Paul's interests and professional acumen meet. For the past 12 years, he has applied his expertise to large multinationals within Procurement, Business Development, and Finance fields. He likes to combine his passion for investing in start-ups and for his MBA in order to solve problems in a creative yet practical way.



**Regina Roos**  
“Negotiating a long-term agreement – the Sales perspective”  
Vice President Sales, Schneider Electric

You will certainly benefit from the spirit and energy Regina Roos exudes during her talks. After a successful career with ABB across multiple countries, Regina recently moved to Schneider in Singapore as a VP for Sales. She is a global worker and has experience with cultural differences especially in the Asian and South American markets.



**Thierry Blomet**  
“Negotiation in a fast-changing market environment”  
Senior Vice President, Sourcing, Kemira

Thierry has over 27 years of negotiation experience in highly competitive international chemical markets. He covers a wide range of spend categories and negotiation experience from raw materials, energy, investments, MRO services, and professional services. his extended negotiation practice covers both perspectives from sales (12 years) and procurement (15 years).



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### Target Audience

This hands-on workshop provides a specific agenda for senior managers in and procurement executives aiming to improve their soft skills in communication to persuade and negotiate to get the best result possible.

### Specialised for:

- **Procurement Executives** and **Managers** who aspire to positions of greater influence and responsibility within the Procurement industry
- **Professionals** that are engaged in frequent negotiations with Procurement

### Workshop Details

The **Advanced Negotiation-Overcoming Tough Procurement Challenges** workshop is delivered as an open enrolment workshop.

**Location:** Starling Hotel, Geneva Airport. *The Hotel is 5-minute walk from Geneva Airport and from Geneva Airport train station*

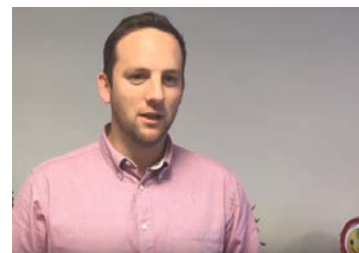
**Cost:** 2000 CHF  
Early Bird rebate may apply, see website for more details

### Availability and additional information:

<http://bit.ly/Adv-Neg2019> or via [www.cabl.ch](http://www.cabl.ch)

*“Super engaging, can be applied tomorrow in real life. Eye opening”*

*Michael, CPO, Carlsberg*



CABL Testimonials

Key negotiation challenges at work

**Click to view**