



FUNDAMENTALS OF NEGOTIATION

LEARN TO EFFECTIVELY CARRY OUT EXTERNAL AND
INTERNAL NEGOTIATIONS

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Introduction

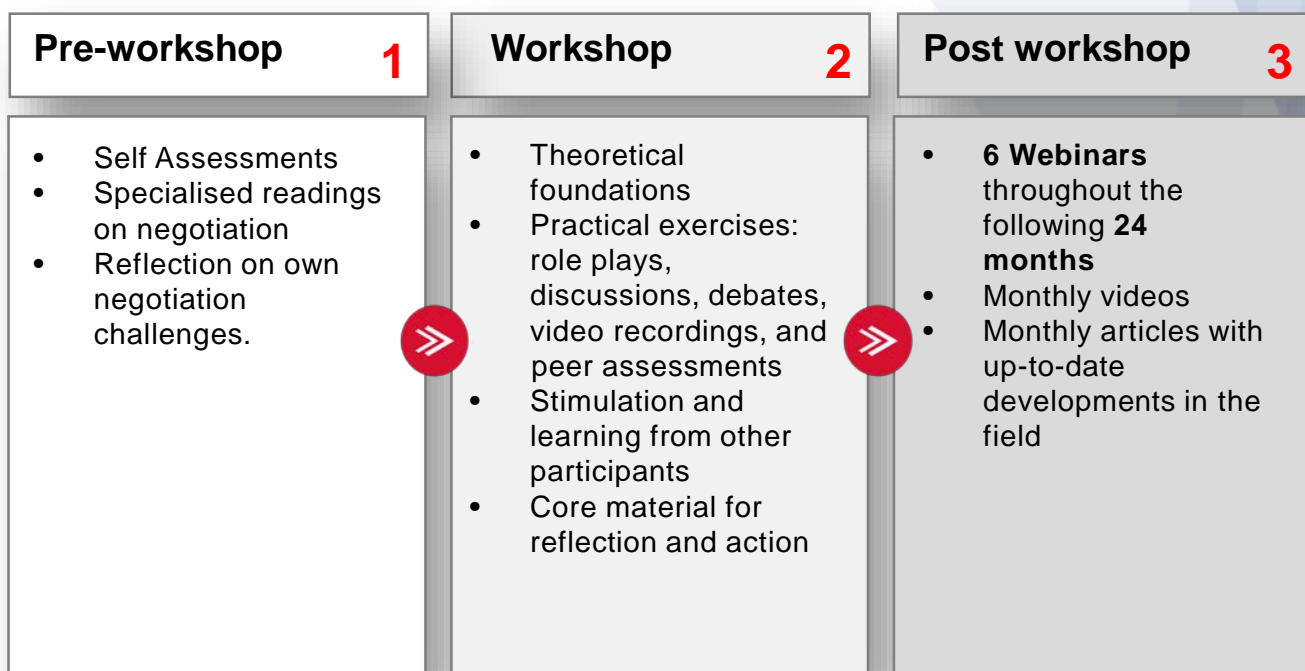
Understanding the core elements of negotiation will help solve a variety of complexities, uncertainties, miscommunications that are present in the workplace. To succeed in your job, you have to manage social and professional relationships, financial hurdles and pressure.

This two-day course gives participants the opportunity to apply theoretical frameworks of negotiation in multiple role plays with **video camera playback** to deliver personal feedback for improvement. Additionally, participants **will take home templates and methodologies** to effectively carry out external and internal negotiations, so that they can apply what they have learned with confidence.

“Dynamic workshop of great real-world examples, these were very engaging.”

Kahlen, Commercial Manager, International Olympic Committee

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, team exercises and theoretical concepts.

Participants are encouraged to share own work experiences and challenges. Cross-learning among participants is intensively facilitated.

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-recordings** are used to review and comment on role plays.



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Key topics of the 2-day course

- Negotiation preparation
- **Claiming value (or competitive approach)**
- Tactics
- **Creating value (or cooperative approach)**
- Nonverbal communication
- **Active listening**
- Emotions and negotiation
- **Questioning**
- Sources of power in negotiation
- **Putting into practice**



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FUNDAMENTALS OF NEGOTIATION WILL HELP YOU

INCREASE **1**

- Confidence when approaching future negotiation situations.

APPLY **2**

- Negotiation techniques that will enable you to deliver more value while keeping your social relationships intact and retaining your personal values.

CREATE **3**

- Win-win results assuring for long-term constructive business relationships.

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 methodology to prepare your negotiations Increased ability to create and **claim value** in all your negotiations
- **Practical techniques** and **frameworks** that you can put in practice immediately
- **Real-life** examples to translate theory into practice
- **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



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**).



INSEAD



SDA Bocconi
School of Management

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.



Workshop Details

The **Fundamentals of Negotiation** workshop is delivered as a custom and tailored program for the needs of your business or company.

Participants: Up to 20

Languages: Available in English, French, and Italian.

Cost, availability, and additional information:

www.cabl.ch or email
Giuseppe.conti@cabl.ch

“Wonderful and useful workshop. Great learning, interesting content, and perfect lecturer”

Olga, Product Manager, Merck



CABL Testimonials - Internal vs external negotiations

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