



LEADING EDGE NEGOTIATION

CUTTING EDGE STRATEGIES TO IMPROVE
YOUR BOTTOM LINE

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Introduction

Nothing will improve your bottom line, professionally and personally, more consistently than being able to negotiate effectively. Good negotiators are more satisfied and less stressed at work. A small difference in negotiating ability can make a huge impact on your results.

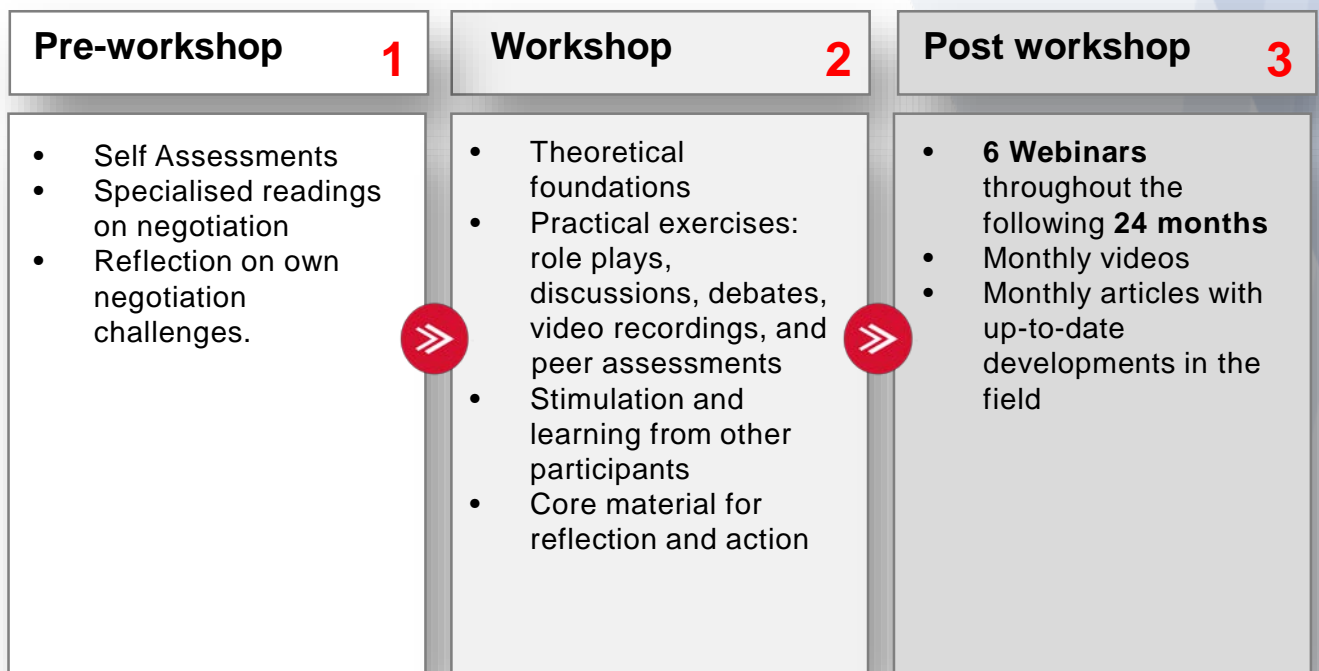
This highly interactive and hands-on workshop provides a mixture of the latest theories and the practical tools to enable you to substantially upgrade your negotiation skills. This seminar has a fantastic Return on Investment: on average, participants report a 30% improvement of their negotiation outcomes.

As a result of this workshop, participants will learn frameworks and have templates to effectively manage external and internal negotiations, and gain valuable real negotiating practice.

“Excellent workshop. It covers all aspects in a captivating and practical way”

Tamara, Director Business Development – Merck

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-cameras** are used to review and comment role plays.



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Key topics of the 2-day course

- **5 phases of a negotiation**
- Understanding the other party
- **Researching and preparing ahead of negotiation (fast and effective preparation)**
- Power analysis and the evolution of both parties' BATNA (Best Alternative To a Negotiated Agreement)
- **Creating and claiming value**
- Effective framing
- **Nonverbal communication**
- Use of voice to be more persuasive
- **Team negotiations**
- Balancing advocacy with inquiry
- **Detecting a liar**
- Who should make the first offer and the effective use of anchoring
- **Issue by issue vs. package deals**
- Continuing to develop your skills



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THIS WORKSHOP WILL HELP YOU

PREPARE 1

- Effectively analyse and prepare a negotiation using a structured approach

APPLY 2

- Apply a variety of negotiation strategies, techniques and approaches to improve your effectiveness as a negotiator, immediately.

CONFIDENCE 3

- Have increased confidence in your negotiation skills

KNOW THE OTHER PARTY 4

- Improve your understanding and predictions of people's behaviours in negotiations

PLAN FURTHER 5

- Have a personal plan to further develop your negotiation skills

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 drive value in your negotiations
- **Personal feedback** from the lecturer and peers that helps identifying 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**).

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 **Leading Edge Negotiation** working is delivered as a custom and tailored workshop 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

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



Key 'Leading Edge Negotiation' learnings
from a University of St.Gallen MBA

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