Price. Priorities. Schedules. Resource allocation…. Many everyday decisions are subject to negotiation. Yet for most people, negotiation is not easy. Natural-born negotiators are rare. And few people consciously develop a consistently effective approach to negotiation on their own. This deficit in negotiation skills leads to personal frustration as well as incalculable losses in opportunity, efficiency, and productivity. Negotiation Strategy and Tactics provides a proven negotiating process and corresponding skills anyone can apply to consistently achieve definitive agreements, strengthen work relationships, avoid nonproductive conflicts, and make more efficient use of that most precious of resources…time.

The Negotiation Strategy and Tactics Virtual Classroom will demonstrate how to:

• Enter negotiations with confidence and a strong sense of purpose
• Avoid unnecessary, nonproductive conflicts
• Build sustained mutual trust with negotiating partners
• Clearly prioritize their negotiating objectives
• Improve cross-functional, supplier and client relationships
• Become more effective team members/team leaders

Who is the Virtual Classroom for?
Negotiation Strategy and Tactics will support those who:

• Work in sales
• Manage relationships with vendors
• Negotiate salaries and benefits with direct reports
• Negotiate for resources and support
• Coordinate with other units or departments

What is in the Virtual Classroom?
Negotiation Strategy and Tactics presents PURPOSEFUL NEGOTIATION ACTION™—a model that helps negotiators to see the big picture of each negotiation and always think a step or two ahead, developing practical plans as they proceed through the four main negotiating stages.

PRELIMINARY STAGE
The preliminary objective of the Preliminary Stage is to create a positive climate for negotiation. The parties state their values, their preferences for dealing with others, how they want to be treated, and what they would consider an ideal outcome. They set a negotiating agenda and agree on ground rules.

OPENING STAGE
The parties state their opening positions or settlement expectations. The parties then clarify one another’s positions and test for probe for firmness and flexibility.
EXPLORING STAGE
The parties explore underlying needs and test the value of alternative currencies that might be exchanged to reach a negotiated agreement.

CLOSING STAGE
The parties structure their agreement by matching alternative currencies to needs until one or both parties are willing to settle for less, or give more, of the prime currency. They then move to “contracting”: confirming their understanding, recording the agreement, and planning the actions required to ensure that the agreement will be effectively finalized and implemented.

How is the Virtual Classroom structured?
Participants in the Negotiation Strategy and Tactics Virtual Classroom first explore their own negotiating styles, then learn to analyze negotiating situations and shape their negotiating strategy and tactics to each negotiation they enter.

SELF-ASSESSMENT
The Negotiation Skills Inventory self-assessment tool provides participants with baseline data on their performance of critical negotiation tasks. Participants use a negotiation model to determine their typical response to disagreements, their understanding of negotiation, their strengths and shortcomings as negotiators, and their personal goals for the program.

NEEDS/CURRENCY ANALYSIS
Participants examine the underlying needs which drive negotiations. They learn how to identify the prime currency of exchange in a given negotiation, as well as to recognize the value of alternative currencies. Simulations provide opportunities to practice planning for negotiation and interactive skills.

TACTICAL ANALYSIS
Participants learn tactics for carrying out each of the critical tasks of a negotiation. They formulate a General Tactical Orientation that helps them select tactics appropriate to any negotiation. Flexibility is stressed. Participants learn to use a range of tactics and to modify their approach as they go.

APPLICATION PLANNING
Participants plan and rehearse an actual negotiation that awaits them back at work so that they can put the concepts and skills from the program to immediate use.

How is the Virtual Classroom delivered?
The Negotiation Strategy and Tactics Virtual Classroom is delivered in three sessions.

Who uses Negotiation Strategy and Tactics?
More than a quarter million managers and professionals, working in the world’s leading organizations, including:

- Anheuser-Busch
- Fleet Bank
- GlaxoSmithKline
- Houston Industries
- The Procter & Gamble Company
- Varian Associates, Inc.
- World Bank Group