

# NEGOTIATION

## 3-Day Red Sheet® Training Workshop

Our most popular negotiation course, the 3-day Red Sheet negotiation training helps prepare and equip delegates with the theory, tactics and practical experience of negotiation that enable outstanding results. It provides winning approaches for negotiation planning and helps those who attend to build the confidence and capability to take on any negotiation. Over the three days, delegates explore in depth all aspects of negotiation and negotiation planning.

This course will help ensure you don't leave money on the table. It will enable delegates to secure winning outcomes from each negotiation they do, to stay in control of the negotiation process and to have confidence in their approach no matter what the scenario.

This course includes a module on personality with the option of a full psychometric assessment to evaluate individual negotiation style as well as a module on negotiation across cultural boundaries. Negotiation tactics and techniques are covered in depth as well as body language and verbal language. During these highly interactive sessions delegates get to witness first-hand some of the winning approaches and even try putting some into practice. The three days culminate in a full, team-based role play negotiation which is recorded on video and supplied to delegates after the workshop in MP4 format via email link.

### This course is suitable for:

- ▶ Procurement professionals
- ▶ Sales professionals
- ▶ Internal negotiators
- ▶ Security professionals (kidnap and ransom)
- ▶ Anyone who wants to develop negotiation capability

### You may also be interested in:

- ▶ **Red Sheet Online** – Good negotiation results come from effective planning and Red Sheet Online provides negotiators with the complete suite of supporting resources needed to achieve a winning negotiation every time. It provides a vast library of downloadable resources, electronic Red Sheet (with the facility for colleagues in other locations to collaborate on), our full tactics library, culture guide and high quality video tuition modules. Red Sheet Online is a subscription-based service that provides your team with a complete set of negotiation resources and support tools. Available on an annual subscription basis with significant discounts if purchased with classroom training.
- ▶ **Individual psychometric assessment** – Evaluate your own negotiation style and obtain a full personalised report that illustrates your negotiation traits and how to adapt your behaviours for specific negotiations. Fully aligned with the Red Sheet methodology and available for individuals taking the course.
- ▶ **Negotiation for Procurement Professionals** by Jonathan O'Brien – Winner of the ACA-Bruel specially commended award in 2013 by the Association of Purchasing and Supply Chain (CESA) of HEC School of Management in Paris – a must for any procurement negotiators. Includes the Red Sheet methodology and written with the procurement professional in mind. The author is also available to lead some courses.
- ▶ **Red Sheet supplies** – A full range of Red Sheet supplies: Red Sheet posters, Red Sheet Lite desk pads, Red Sheet Nano note pads, and other Red Sheet merchandise – a range of accessories to show the other party you mean business!
- ▶ **In-house courses** – This course can also be delivered exclusively for your company at almost any location worldwide. We charge per event based on a maximum of 20 delegates. Course contents are modular, customizable and adaptable to meet your organization's specific requirements. Different language options are also available.

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## Course Content

- ▶ Introduction to negotiation and the different types of negotiation
- ▶ Match your negotiation approach to the situation, objectives and type of relationship required
- ▶ Planning the negotiation event using Red Sheet
- ▶ Engaging stakeholders
- ▶ Negotiating across cultures
- ▶ Negotiator personality and adapting behaviour for the negotiation
- ▶ Assessing the other party
- ▶ Negotiating remotely
- ▶ Power balance and how to influence it
- ▶ Using game theory to structure the negotiation approach
- ▶ Building a concession strategy
- ▶ Planning the negotiation event
- ▶ Managing the negotiation event
- ▶ Tactics to open and explore
- ▶ Tactics to bargain
- ▶ Tactics to close the deal
- ▶ Dirty tactics and countermeasures
- ▶ Body language – how to read your opponent, how not to give the game away
- ▶ Use of verbal language – challenging non-specific language and using it to your advantage
- ▶ Videos from leading negotiators
- ▶ Video role plays: team negotiation
- ▶ Series of smaller role plays and practical exercises
- ▶ Post-negotiation reviews and lessons learned

## Learning Objectives

By the end of this course delegates will be able to:

- ▶ Describe different types of negotiation
- ▶ Structure, plan and execute complex negotiations
- ▶ Adapt negotiation for culture
- ▶ Match individual personality to the negotiation and adapt behaviour
- ▶ Determine and change the balance of power and the game being played in a negotiation
- ▶ Determine requirements and outcomes and develop a concession strategy
- ▶ Begin to apply techniques around body language and verbal language to a negotiation
- ▶ Apply a selection of tactics and techniques to help secure outcomes
- ▶ Conduct a post-negotiation review

## What You Will Get

This training is delivered by two highly experienced negotiation experts, and a summary of course evaluations and feedback will be provided after the training.

Delegates will receive:

- ▶ A full colour Red Sheet workbook
- ▶ A starter supply of Red Sheet posters
- ▶ A country-by-country culture guide
- ▶ A negotiator's guide to all popular tactics and techniques
- ▶ Body language workbook
- ▶ An MP4 video of their negotiation role play
- ▶ A certificate for all delegates who complete the course