



How to become a better negotiator

Mercuri International

Program overview

How to become a better negotiator

Improving negotiation skills

In this program, you gain an understanding of the different stages of a negotiation and learn how to manage them in order to effectively handle the complete negotiation process.

Audience

All sales professionals that want to upskill their negotiation tactics and become successful negotiators

Duration

Digital content: 3 hours

Delivery format

100% digital or in combination with face-to-face or virtual classroom

Videos, exercises, questionnaires, downloadable documents, and open forums to connect with the community. All materials are compatible with laptops, tablets, and smartphones

Program overview

1. **Prepare**

Prepare for a negotiation, applying the five principles of The Harvard Negotiation Concept, analyzing the variable components in terms of costs and value, determining needs and wants in order to define a strategy, and identify how compatible the salesperson's and customer's interests are

2. **Discuss**

Develop credibility during the discussion phase of the process, focusing on the key information for the negotiation. Discover how to build the right relationships, understanding the value of the negotiation elements and clarifying positions and interests

3. **Propose**

Prepare a proposal which considers the value of the offer to the customer, the urgency of implementation of the solution, the variables and fixed components as well as the customer's position and interest

4. **Bargain**

Reach a final agreement based on good preparation, discussion and understanding of each party's situation. Focus on tactics that can be used to deal with customers, ploys that customers use and the importance of moving the balance of power towards the salesperson, in order to obtain a positive outcome

Content overview

1

Introduction to negotiation

- What's your negotiation style?
- What negotiation means
- Prerequisites for negotiation
- The negotiation process

2

Prepare

- The Harvard Negotiation Concept
- Component analysis
- Preparation guide

3

Discuss

- The importance of the discussion phase
- Understanding positions and interests

4

Propose

- ZOPA (Zone Of Possible Agreement)
- BATNA (Best Alternative To Negotiated Agreement)
- Order the concessions
- The signals to move or make a concession
- Understand the balance of power

5

Bargain

- The importance of the bargaining phase
- The tactics to be used
- Ploys buyers use
- Deadlocks

Learning path

 Also available including face-to-face or virtual sessions along the path



Welcome



Test



Video



Quiz



Take aways

Introduction to negotiation



Video



Quiz



Take aways



Preparation guide

Prepare



Take aways



Quiz



Video

Propose



Take aways



Quiz



Video

Discuss



Video



Quiz



Take aways

Bargain



Path certification



Grow your people
Grow your business

