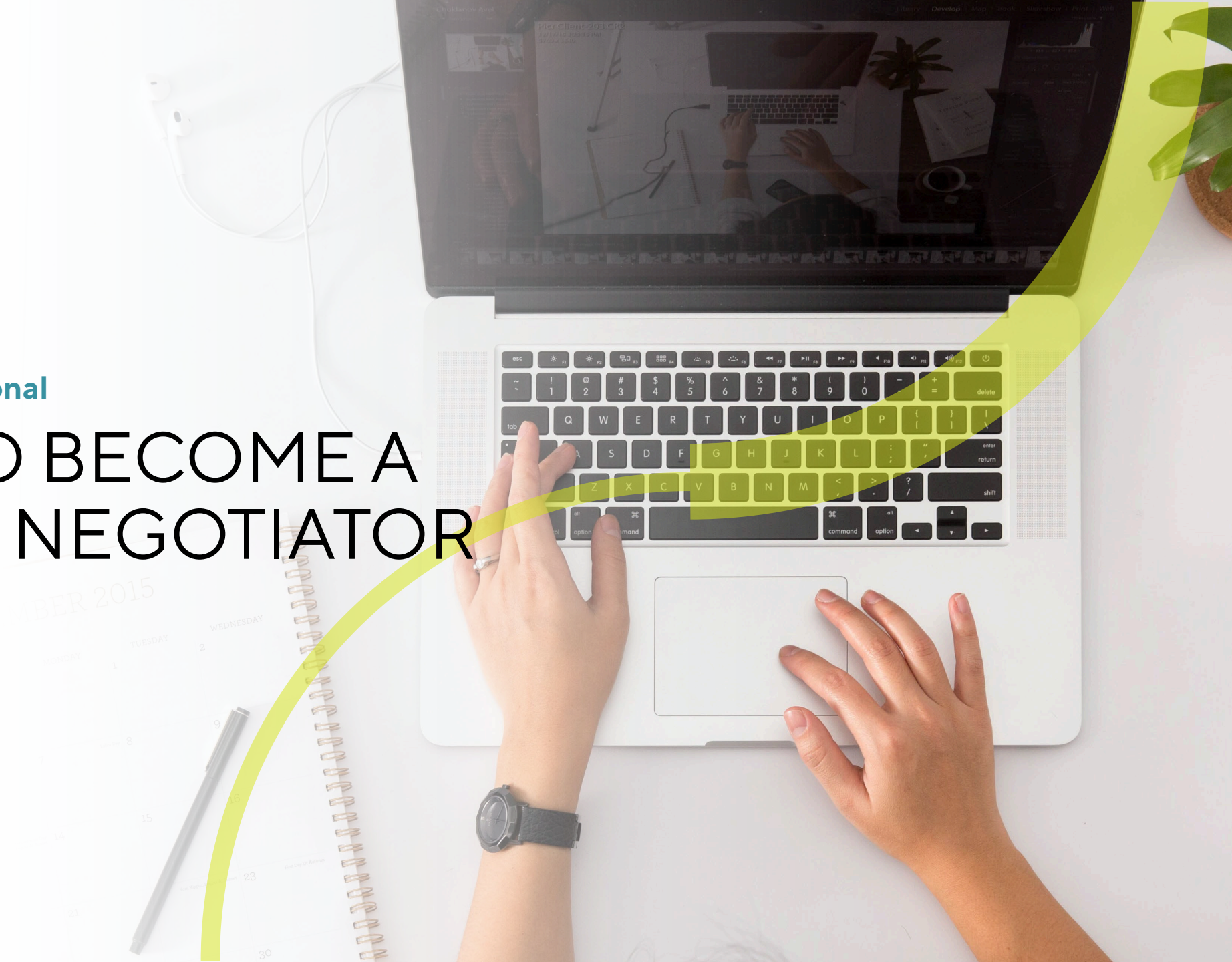




Mercuri International

HOW TO BECOME A BETTER NEGOTIATOR



PROGRAM OVERVIEW

Mercuri International

HOW TO BECOME A BETTER NEGOTIATOR

IMPROVING NEGOTIATION SKILLS

In this program the participants get 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, open forums to connect with the community. All material is supported from 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 relations, 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 customers' position and interest

4. BARGAIN

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

CONTENT OVERVIEW

1

INTRODUCTION TO NEGOTIATION

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

2

PREPARE

- The Harvard Negotiation Concept
- The component analysis
- Preparation guide

3

DISCUSS

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

4

PROPOSE

- ZOPA (Zone of possible agreement)
- BATNA (Best Alternative To Negotiated Agreement)
- Order the concessions

5

BARGAIN

- The signals to move or make a concession
- Understand the balance of power
- The importance of the bargain phase
- The tactics to be used
- Ploys buyers use
- Deadlocks

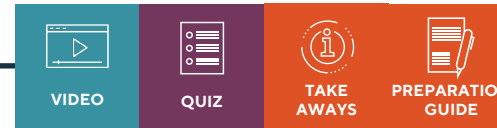
LEARNING PATH



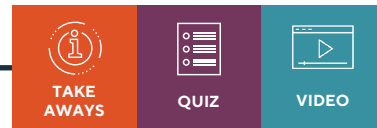
WELCOME



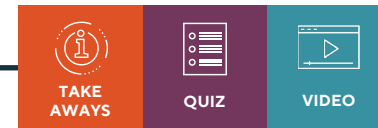
**INTRODUCTION TO
NEGOTIATION**



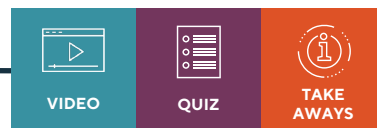
PREPARE



PROPOSE



DISCUSS



BARGAIN



**PATH
CERTIFICATION**



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



Mercuri International

GROW YOUR PEOPLE,
GROW YOUR BUSINESS

