

MASTER NEGOTIATOR

DEVELOPING WORLD CLASS
COMMERCIAL ACUMEN

World Class
Advanced
Negotiation Skills
Programme

7 (half day) **Masterclasses**
Virtual or in Person Delivery

- The Fundamentals of Negotiation
- Negotiation Dynamics
- Types of Negotiation
- Negotiation Mega Skills
- The Power of Preparation
- The Negotiation Funnel
- Closing the Deal



Devised by

Margaret Considine
Global Negotiation
Expert, Harvard and
North Western Trained

LEADERSHIP AND EXECUTIVE DEVELOPMENT FOR TODAY'S AND TOMORROW'S DECISION MAKERS

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Programme Overview

An intensive virtual live master class programme is designed to give experienced negotiators maximum opportunity to increase their knowledge and practice of negotiation from a very limited time away from work. The return on investment in the business from this course is immediate.

The content and process are designed specifically for participants who exhibit high potential and require advanced negotiation skills and acumen. The focus will be on providing participants with the knowledge and skills required to negotiate effectively with stakeholders when the stakes are high. This programme is designed to provide Executives with the opportunity to further develop a range of behaviours and strategies in order to master negotiation skills. Mastering effective skills, not only increases a company's bottom line but it opens doors to opportunities in order to achieve even greater success for your organisation and will build your employees confidence and self-esteem when dealing with stakeholders and negotiating tough deals.

This Programme will be supported by a short pre reading to focus the mind on the topic of the day. The session will provide practical knowledge, advice and applicable tools for Executives as they seek to influence and negotiate to achieve the best overall possible outcomes.

Participants can expect tutor inputs, case studies, group discussions, group work and self-analysis tools, all appropriately used to ensure that the time is as enjoyable as it is useful.

Having undertaken the Harvard Negotiation Skills Course, the Harvard Strategic Negotiations Course and accepted on the Harvard Master Negotiator Programme (application and selection programme for Harvard Alumni that have conducted national negotiations) in addition to studying Negotiations at North Western University under Jean Brett and Prof Leigh Thompson at the Kellogg School of Management, this course brings world standard negotiation insights to the programme.

Programme Objectives

- Build better deals and better business relationships.
- Achieve goals through trust and cooperation at the negotiation table.
- Claim and create value in negotiations.
- Practice the skills of negotiation in multiple contexts .
- Understand complexity and 'rules of the game'.
- Learn the skills of effective negotiators.
- Learn own responses to conflict and consequential effects.
- How to adjust your approach to get others to buy in.
- Become adept at handling difficult conversations.
- Develop a toolbox to manage, negotiate and influence, even in times of conflict.
- Develop a negotiation dashboard to quickly and thoroughly prepare for your negotiations.
- Increase confidence when making tough deals
- Acquire practical techniques, strategies and skills to negotiate and influence with impact .
- Value and celebrate differences.
- Understand how to stretch into some of the broader and more complex negotiation skills with sophistication and success.
- Have an authentic presence and be influential at the negotiation table.
- Gather a range of relevant toolkits to use with discernment in corporate scenarios with commercial dexterity.



So who is MASTER NEGOTIATOR designed for?

Business leaders with profit centre responsibility

Sales Executives with high targets

Commercial Executives who negotiate for a living

HR, ER, & IR Executives managing complex negotiations

Commercial Managers with cross global responsibilities

Legal Professionals who want to up-skill

Businesses who want a quantifiable return on investment

"Margaret Considine, you have one of the greatest minds and knowledge of negotiation that has ever sat in a Harvard classroom."

Jared Curhan - MIT



Pillar 1

The Fundamentals of Negotiation

1 Session + applied work

- Brief discussion on Pre-Course Goal Setting Questionnaire to ensure clear focus on personal key learning outcomes.
- Understanding how a goal focus positively impacts negotiation a look at how the effective techniques of a target focused approach helps stay on track through the process of negotiation
- Exploring Selling and Negotiation – the dichotomy. Understand the difference between selling, bidding and negotiation. Know when you are 'in negotiation', when you are not and when the actual 'negotiation starts' as opposed to the talking. Be ahead of the mind game.

Putting it into Practice: The Fundamentals: Internal Negotiation Case Study 1

Pillar 2

Negotiation Dynamics

1 Session + applied work

- Understand the ten dynamics affecting negotiations.
- Understand the impact of Reference Points, Anchors, Zopa's, BATNA's, WATNA's, Ultimatums, & the NIP diagnostic on your negotiation.

Putting it into Practice: Price Negotiation Case Study 2

Pillar 3

Types of Negotiation

1 Session + applied work

- A look at the effect these common mistakes have in negotiations and how to avoid them in your negotiations.
- Distinguish Distributive and Integrative Negotiation Concepts
- Understand the value claiming and value creation concepts in negotiation

Putting it into Practice: Price & Contract Negotiation Case Study 3

Pillar 4

Negotiation Mega Skills

1 Session + applied work

Each negotiation presents a different challenge and this section ensures that you take a consistent process approach that allows you to stay in control and focused in complex negotiations - whatever the situation may demand.

- Develop the Seven Skills of More Effective Negotiators
- Understand the four-step process of negotiation

Putting it into Practice: Integrative Negotiation, Case Study 4

Pillar 5

The Power of Preparation

1 Session + applied work

- Preparation - 6 Strategies to success
- Harness the power of preparation - what the research says.
- Focus on Preparation too that will help even the most inexperienced negotiator prepare for complex negotiations in 15 minutes: Practice the six steps of good preparation including two invaluable tools that visually plot each negotiation. Learn how to do this practical methodology.

Putting it into Practice: Integrative Negotiation, Case Study 5

Pillar 6

The Negotiation Funnel

1 Session + applied work

- Opening, 4 Factors to consider
- Bargaining 5 Strategies and Multiple Tactics
- Tools and Tactics of Effective Bargaining: On your feet tools in the negotiation room.
- Harness the Six principles of effective persuasion in Bargaining – Essential in 'tough spot' negotiations
- Analysing your negotiation style: Having pre-completed in advance of the programme the "managing the differences exercise", individual review the five dimensions to understand your responses to conflict, how they may affect the negotiation context and the selection of the bargaining strategies employed. 'Thomas & Killman Psychometric'. This analysis can also be used to construct complementarity in styles and strategies among intact negotiation teams or regular negotiation partnerships.

Putting it into Practice: Multi-party Case Study 6

Pillar 7

Closing the Deal

1 Session + applied work

- Closing. 3 Factors to remember
- Conduct a culturally complex case study in teams.
- Charting the personal approaches and negotiation style and skill
- Review, Summary and Analysis of negotiations conducted
- Review of Key Negotiation Tools Learned.

Putting it into Practice: Cross Cultural Case Study 7

About EQuita Group

The EQuita Group is the business consultancy and corporate training company of choice for many companies nationally and internationally. Our services include leadership and executive development, skills-based training, commercial negotiations and workplace productivity solutions and as strategic advisors to client organisations.

Founded by CEO Margaret Considine in 2001, the EQuita Group continues to be one of Ireland's leading consultancy practices in its fields of specialist expertise. Margaret is a leading expert in Negotiation and Executive Education and an international keynote speaker.

Margaret has had many articles published in national and international journals, is the author of six books, and is regularly asked to contribute across all media platforms including television, radio, and online.

Our consultants are all experts in business and organisation development; many of them are authors and keynote speakers; they are skillful at devising resonant customised solutions for each client, leading to excellent long term relationships and loyal customers.



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How to get the most out of this programme

MASTER NEGOTIATOR

World Class Advanced Negotiation Skills Programme

Advanced Negotiation Skills delivers return on investment immediately to the business and commercial acumen to the participants.

1

Attend all 7 Live Modules – across the seven pillars of the MASTER NEGOTIATOR programme

Pillar 1 The Fundamentals of Negotiation
Understand the art of Negotiation

Pillar 2 Negotiation Dynamics
Know the 10 secrets

Pillar 3 Types of Negotiation
Understand distributive and integrative principals

Pillar 4 Negotiation Mega Skills
The 7 master skills of more effective negotiators

Pillar 5 The Power of Preparation
Harness the 6 step process for powerful preparation

Pillar 6 The Negotiation Funnel
4 keys to opening & 5 bargaining strategies

Pillar 7 Closing the Deal
Secure the deal and the relationship

Time investment : 7 (half days)

2

Apply the work from each session to own team leadership objectives

Time investment: 1 hour prior to each session plus 1 hour following each session

3

Complete a custom built tried and tested people plan for your business

Time investment: 4 hours following 1 and 2 above. This is built incrementally after each session. Templates provided

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