



Constructive Negotiation™

Building Agreements that Work

Whether you are negotiating with colleagues, suppliers, customers, or business partners, it is critical to understand and use negotiation as a tool to find the best results for all parties. Successful negotiators recognize the value of analyzing the level of power, trust, and relationship importance in any negotiation before deciding on their tactical approach. They also understand how to manage a negotiation through its several phases, using the appropriate tactics and behaviors during each phase. They are skillful in identifying their own needs and options for fulfilling them as well as the needs of other parties. These successful negotiators discover the underlying needs of other parties. They use a creative approach to finding a fair exchange that is high in value and low in cost.

Using the metaphor of designing and constructing a building, **Constructive Negotiation™** offers you a positive, productive way of thinking about, planning for, and implementing any negotiation, ranging from friendly to tough. During the course, you will work on your own upcoming negotiation situations, gaining the confidence and skills needed to be a successful and constructive negotiator.

Objectives and Outcomes

As a participant, you will be able to:

- Analyze the process of a negotiation, know the milestones toward achieving agreement, and manage the process effectively
- Identify important underlying needs for all parties and develop options for meeting them
- Choose appropriate behavioral tactics in any negotiation, formal or informal
- Move others toward a more constructive approach while in an adversarial negotiation
- Create strong, lasting, mutually beneficial agreements that meet the needs of all parties and build a negotiating relationship for the future.
- Develop a plan for a real upcoming negotiation.

Who Should Participate?

- Individuals working in a project or team-based organization
- Individuals responsible for working with customers, suppliers, subcontractors, resellers, or service providers
- Individuals involved in continuous negotiation about priorities and resources.



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Course Outline:

- What is Negotiation?
 - Introduction to key definitions and concepts
 - Identification of real negotiation opportunities for later practice
 - Multiparty benchmark exercise
- Model Overview
 - Review of benchmark exercise according to key concepts
 - Presentation of process model
 - Review of prework
- Negotiation Practice: Managing the Process
 - Short exercises to develop awareness of how to manage the negotiating process
- Understanding Needs and Options
 - Presentation and exercises for eliciting needs and developing options to meet them
- Tactical Attitude & Tactical Choices
 - Presentation and exercise for selecting a tactical approach
 - Application of concepts to a realistic negotiation situation
 - In-depth discussion and practice in making tactical decisions
- Negotiation Practice: Phases and Milestones
 - Experience in managing all phases and tasks involved in a negotiation
- Planning and Implementing a Negotiation
 - Introduction to and implementation of a negotiation planning process
 - Putting it all together in a realistic negotiation situation
 - Debrief lessons learned
- Informal Negotiations
 - Applying knowledge to informal negotiation opportunities
- Dealing with Unconstructive Tactics
 - Practice in moving others toward a more constructive approach
- Real-Time Application
 - Creation of an application plan for an upcoming negotiation.



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