

NEGOTIATION TRAINING AGENDA

SESSION 1

- **INTRODUCTIONS**
- **NEGOTIATION ROLE-PLAY**
- **INTRODUCTION TO NEGOTIATION**
 - Definition of Negotiation
 - Styles/Strategies: Competition & Collaboration
 - Who's the Most Important Person in the Room?
- **WATCH & DEBRIEF VIDEO SEGMENT OF NEGOTIATION**
- **THE NEGOTIATION PROCESS**
 - Preparation
 - How to develop interests, objectives & priorities
 - Understanding and enhancing your BATNA
 - Establishing a goal and plan for reaching the goal
 - Relationship-Building
 - What research shows regarding relationship building
 - How to enhance your relationships
 - Information Gathering & Exchange
 - What research shows regarding information gathering & exchange
 - How to communicate effectively
 - Intention does not equal perception
 - Problem-Solving / Bargaining
 - **WATCH & DEBRIEF SEGMENTS OF NEGOTIATION VIDEO**
 - How to claim value / competitive negotiation:
 - The importance of creating ranges
 - Pros & cons of putting the first number on the table
 - How to respond to aggressive first offers/demands
 - How to conduct a concession strategy
 - The midpoint point effect & use of reciprocity
 - How to close the process
 - How to create value / collaborative negotiation:
 - What are interests/needs?
 - How to conduct a needs assessment
 - Using communication skills to create value

SESSION 2

- **REVIEW & OVERVIEW**
- **EXERCISE: THE ULTIMATUM GAME**
- **DISCUSSION OF COMMUNICATION TECHNIQUES & EXERCISE**
- **PSYCHOLOGICAL PRINCIPLES IMPORTANT TO A NEGOTIATOR**
 - Winner's curse
 - Reactive devaluation
 - Sense of fairness
 - Overconfidence
 - Loss aversion
 - Selective Perception
- **INFLUENCING TECHNIQUES**
 - Reciprocity
 - Consistency
 - Similarity
 - Authority
 - Scarcity
 - The use of apology
- **HOW TO DEAL WITH A DIFFICULT NEGOTIATOR**
- **IDENTIFYING YOUR SOURCES OF POWER IN NEGOTIATION**
- **REVIEW: HOW TO PREPARE FOR NEGOTIATION- the use of the Negotiation Preparation Worksheet**
- **PREPARATION & PRESENTATIONS OF OWN/REAL STRUCTURED NEGOTIATIONS**
- **CLOSURE & DISCUSSION**