



## Effective Contract Negotiation

### Duration

1 day

### What is this course about?

Effective contract negotiation is at the heart of commercial success. The art of contract negotiation is just as important for the support team as it is for the up-front negotiator.

This course enables delegates to successfully negotiate contracts, deals and disputes while maintaining good relationships with the other party and their advisers. The course covers a variety of effective negotiating skills and styles coupled with a detailed analysis of negotiating techniques.

The course also addresses how to negotiate a settlement of a dispute that may arise whilst the contract is in operation. The course gives the opportunity for delegates to test their own skills through the use of interactive methods including case studies, workshops, practical exercises and feedback from the training consultant.

### Who would benefit?

- Executives managing or negotiating agreements
- Commercial managers
- Contracts managers and executives
- Finance managers
- Sales support team members
- Purchasing and procurement managers and executives
- Business development managers
- Legal professionals
- Anyone seeking to negotiate the best deal on contracts

### Objectives

For delegates to:

- Recognise the importance of research and planning before any negotiation
- Identify the tactics commonly employed in negotiations
- Gain an insight into different negotiation styles
- Develop their own personal styles of negotiating
- Ensure that they can identify, manage and turn differences into a commercial advantage



## Key Topics Covered

This course will cover the following key topics:

### 1. What is negotiation?

- Different types of negotiation
- Underlying tensions
- Who is negotiating?
- Why negotiate
- BATNAs and WATNAs
- The other parties' expectations

### 2. Overview of negotiating approaches

#### (a) Streetwise Tactical Ploys

- How to recognise them
- How to counter them effectively
- Why they are outdated

#### (b) Principled Negotiation

- Getting to Yes
- Getting past No
- What kind of 'No' is it?

#### (c) Psychological Categorisation

- The art of communication
- Using Neuro-linguistic programming to your advantage

### 3. Negotiation Styles and Ethics

- People
- Interests
- Options
- Criteria



#### **4. Negotiating Strategies**

- Planning a negotiation
- Desk Research
- Adopting a win-win approach
- Consider a no deal solution
- Aim high
- Using simple language
- Ask questions and then listen
- Build solid relationships
- Maintain personal integrity
- Conserve concessions
- Be patient
- Being aware of cultural differences

#### **5. Manipulative Ploys**

- How not to be hoodwinked
- Examples analysed
- Solutions discussed

#### **6. Creative Problem Solving**

- Blue sky thinking
- Looking for a third way
- A fresh approach
- Redefining the problem
- Looking for overlapping interests

#### **7. Negotiating with Difficult People**

- Exploring their BATNAs and WATNAs
- What lies behind the hostility?
- Dealing with anger
- Building bridges
- Making it hard for them to refuse



## **8. Excellent Communication**

- The power of non-verbal messages
- How to interpret body language
- Vocal quality
- Verbal communication
- How to adopt a persuasive style
- The power of silence - the Art of doing nothing

## **9. Cultural Factors**

- How to research
- How to prepare
- Gifts, courtesies and bribes
- Concepts of time - managing expectations

## **10. Negotiating by Different Methods**

- Successful telephone negotiation
- Tips for successful meetings
- Putting your message across by email
- Negotiating the draft contract
- The final draft of the agreement
- Negotiating with head office and your own team

## **11. Negotiating out of a dispute**

- Finding a win - win solution
- Playing devil's advocate
- Strategy in the context of a litigation
- Overcoming power imbalances
- Preserving the ongoing contract
- What it takes to close a deal