Collaborative Negotiations

Advantage℠

AUDIENCE

Collaborative Negotiations is particularly valuable for those who rely on negotiation to deliver important business results. While primarily oriented to salespeople, this program will benefit any business professional who engages in negotiations.

Transforming salespeople into skilled negotiators and enabling them to turn every negotiation into a success

Program Benefits

When it comes to negotiating, does your salesforce understand what really drives their customers' satisfaction? Based on insight from top thought leaders, *Collaborative Negotiations* transforms salespeople into negotiators who turn every negotiation into a successful, collaborative win. This program works from the proven premise that every negotiation involves multiple dimensions of interests and offers a straightforward model to plan and engage in negotiations effectively.

Collaborative Negotiations helps salespeople:

- Identify the complex undercurrents in any negotiating situation and distinguish its various components.
- Understand the customer interests that drive negotiating behaviors and outcomes.
- Apply high-impact questioning techniques to uncover each party's negotiating interests and options.
- Explore high-value, low-cost options to increase the range of potential solutions.
- Create solutions that address multiple dimensions of value.
- Preserve and enhance relationships through cooperative negotiation techniques.
- Apply negotiation best practices at every stage of the negotiation.

Program Description

Collaborative Negotiations transcends traditional negotiation training by building on a wealth of leading research on value-driven negotiations. The result is a program that helps salespeople navigate new dimensions of value by avoiding negotiations that are restricted to the single dimension of price.

Collaborative Negotiations embraces the principles of both experiential and action learning. Each implementation is strategically customized to ensure relevance and participant retention. Prefaced by individual prework, this one-day program includes numerous components that leverage breakthrough map technology. Participants learn in teams of six, tapping into the full power of their collective knowledge and experiences.

First, participants uncover what interests drive negotiating behavior and gain insight into how to plan and engage in negotiations using the *Collaborative Negotiations* model. They take a deeper dive into this model and uncover the interests and options of both parties in a negotiation role-play. Teams then apply best practices, engage in a customized mock negotiation, and plan for upcoming negotiating situations.

www.advantageperformance.com

Collaborative Negotiations

Map One

1. **Buyers and Sellers**

   Participants immediately engage in a mock negotiation to establish a benchmark for what drives satisfaction in a negotiation. They realize that negotiations have multiple solutions and that negotiating price does not necessarily drive satisfaction in a negotiation.

2. **Common Interests**

   Participants discover that interests drive negotiating behavior and understand the categories of value those interests might address. Teams consider their customers' typical interests and their own interests during negotiations, realizing that meeting as many interests as possible will result in success.

3. **High-Impact Questions**

   Participants self-assess their questioning skills and learn how high-impact questions can uncover hidden interests and options.

4. ***Collaborative Negotiations* Model**

   Participants learn how to plan and engage in negotiations using the *Collaborative Negotiations* model. Building on earlier learning, the model explains how situations, value dimensions, interests, options, and solutions are intricately linked together.

Map Two

1. **Negotiating Situation**

   Participants explore common customer interactions involving negotiations that are strategically customized to the client. They realize the importance of understanding each negotiating situation clearly and deeply before acting.

2. **Interests Role-Play**

   Participants integrate prior learning and role-play a negotiation in triads (customer, salesperson, and observer). They uncover as many interests and options as possible in their negotiation and share behavior-specific feedback.

3. **High-Value, Low-Cost Options**

   Participants learn a new method for identifying potential options that are high in value to the customer but low in cost to the seller. They recall the options from their role-plays and reflect on their cost and value levels.

Map Three

1. **Applying Best Practices**

   Participants examine proven negotiating best practices and share their own best practices; they identify which ones will add the most value in different negotiating situations they face in their day-to-day work.

2. **Mock Negotiation**

   In pairs as customer and salesperson,, participants role-play a customized, complex mock negotiation related to challenges they face on the job. They apply best practices and determine how to overcome unexpected obstacles that arise. Then, they process the experience and identify how value was defined or created.

3. **Planning for Action**

   Using the *Collaborative Negotiations* Worksheet and newly learned techniques, participants plan for an upcoming negotiating situation using their new tools and techniques. They share their plans and receive feedback in pairs.

4. **Tricks and Tips**

   Participants anticipate adversarial negotiation approaches that sometimes arise, despite the increasing popularity of cooperative negotiations. They discover helpful tips and tricks for responding to behaviors that indicate an unwillingness to negotiate in a spirit of cooperation.

Collaborative Negotiations

Implementation/Customization

Collaborative Negotiations is a one-day program. The program requires one trained facilitator per three to five teams of six people each. The negotiating situations are customized to match the challenges the participants face. The mock negotiation captures a typical, challenging negotiation in rich detail. Specific language, forms, and best practices may also be integrated into the learning experience as appropriate.

Advantage