

Dynamic Negotiations Program

Day 1

Welcome and Training Intro

Case Study 1: "The Tangelo Deal"

The five phases of negotiation:

1. Negotiation life cycle,
2. 1. Planning & Preparation,
3. 2. Getting Going: Protocol & Probing,
4. 3. Negotiating: Scratch Bargaining,
5. 4. Agreement & Conclusion,
6. 5. Reviewing: Monitoring and Controlling.

Preparing the negotiation:

1. SWOT-Analysis,
2. Arguments that convince,
3. Evaluating alternatives: BATNA,
4. Identify a "Landing Zone", a ZOPA,
5. Defining motivators and hygiene factors.

Case Study 2: "Veggie Connection"

Day 2

Negotiating Approaches:

6. Competing, Accommodating, Avoiding, Collaborating, Compromising,
7. Hard vs soft negotiation,
8. The 4 pillars of principled negotiation.

Case Study 1: "Cable TV"

Applied negotiation techniques:

9. "He who asks, leads." Preparing leading questions, types of questions,
10. Win-win strategies,
11. Knowing the "Hot-Seat",
12. Recognizing ploys and "slippery" tactics,
13. Dealing with challenges when negotiating online.
14. How may AI impact negotiating in the future?

Case Study 2: "Garden Way"

Training Wrap-up:

15. Conclusions,
16. Growth-Plan,
17. Take-aways.

