



Harvard Business Negotiation / Effective communication and negotiation skills

95% preparation 5% inspiration:

this is one of the basic secrets of successful negotiations.

„Negotiation is not a battle field“. The strategy of constructive negotiations by R. Fisher and W. Ury of the Harvard Negotiation Project (USA).

Objectives:

After this workshop you should be able to lead negotiations in that sense that the results are satisfying the interest of all negotiation partners (to a high degree) and that they are adapted to a long-term relationship.

You should be able to understand and experience that the “technique of selling” is one approach and that “negotiation” is a much broader one.

Furthermore, the cases treated during the training and the examples discussed should be close and easily transferrable to the daily context of negotiation of GP and IP.

This objective refers to the tripartite negotiations as well as to the level of competency deployed during the negotiations

Content:

- ▶ **Prepare negotiations – develop strategies – use checklists for support**
- ▶ **Be able to conceive, plan and lead the negotiation with three partners**
- ▶ **Create a beneficial negotiation atmosphere – separate person and issue of negotiation**
- ▶ **Concentration on your interests and those of your negotiation partners**
- ▶ **Clearly distinguish between interest and position in all negotiations**
- ▶ **Diagnosis of your own style of negotiation – where are the strengths and weaknesses?**
- ▶ **Find creative solutions, which are beneficial for both parties.**
- ▶ **Improve the own feelings during the negotiation – how to deal with emotional questions**
- ▶ **Avoid being a victim of actual negotiation strategies – be at ease with threat and manipulation**



- ▶ **Find and assess possibilities in case the negotiation does not succeed**
- ▶ **Achieve a result which for both sides can be considered as a long-term success**
- ▶ **Reading of „Getting to Yes“ (Book or CD) prior to attending the training**

Target Group and setup according to briefing

Setup: The training will take place in three parts:

Part 1:

a. **Individual interviews by phone** (each 45 to 60 min.) based on an individual case of negotiation provided by each participant.

b. Furthermore a **test regarding the competencies/ styles of negotiating** will be sent by the trainee to the trainer two weeks prior to the training. The same test will be done again after the 2 day-training or at the day of feedback/follow-up.

c. Third part consists of a **test regarding „the drivers of behaviour“** of the individual. This part will be sent by the trainee to the trainer **at latest 4 days** before the interview.

Part 2:

Two days of training according to the objectives given above.

Part 3:

Follow-Up-Day with feedback and application in the same groups **after 3 months or 6 months** latest. The Follow-Up-Days include an individual 1:1 debriefing by the trainer, depending on the results of the training and the requests of the participants.



Investment:

Individual interviews (by phone) à 45-60 min.	according to time spent
Concept and training agenda	f.o.c.
Training à 2 days	EURO 4.600-4.900/day (+VAT)*
Follow-Up-Day after 3-6 months	EURO 4.600-4.900/day (+VAT)*

*The daily rate EURO 3.500-4.200/day (+VAT, travel, hotel) depends on the level/ effort of preparation, the size of the group as well as on the individual frame-agreement with the company.

Language:

Interviews, Training, Documentation: English, French, German

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