

# NEGOTIATION

## Advanced Red Sheet<sup>®</sup> Course



This is our most popular negotiation course and helps prepare and equip delegates with the theory, tactics and practical experience of negotiation that enable outstanding results. It provides winning approaches for negotiation planning and helps those who attend, build the confidence and capability to take on any negotiation. Delegates explore in-depth, all aspects of negotiation and negotiation planning.

This course will help ensure you don't leave money on the table. It will enable delegates to secure winning outcomes from each negotiation they do, to stay in control of the negotiation process and to have confidence in their approach no matter what the scenario. Included is a module on personality, with the option of a full psychometric assessment to evaluate individual negotiation style as well as a module on negotiation across cultural boundaries. Negotiation tactics and techniques are covered in depth as well as body language and verbal language.

Delivered either as a series of live instructor-led online workshops or face-to-face in the classroom, during these highly interactive sessions delegates get to witness first-hand some of the winning approaches and even try putting some into practice. The program culminates in a full, team-based role play negotiation, either face-to-face for classroom training or via web conference for online programs, which is recorded on video and supplied to delegates after the workshop.

### This course is suitable for:

- Procurement professionals
- Sales professionals
- Internal negotiators
- Security professionals (kidnap and ransom)
- Anyone who wants to develop negotiation capability

### You may also be interested in:

- **Red Sheet Online** – The ultimate online platform for professionals who are serious about achieving excellence in negotiation. Red Sheet Online is a complete negotiation planning toolkit featuring downloadable resources, electronic Red Sheet tools, full tactics library, culture guide and digital learning modules with HD video. Also included is our fully responsive negotiation planning web application allowing you to collaborate globally and plan negotiations on the move. Available on an annual subscription basis, with significant discounts if purchased with classroom training.
- **Individual psychometric assessment** – Evaluate your own negotiation style and obtain a full personalised report that illustrates your negotiation traits and how to adapt your behaviours for specific negotiations. Fully aligned with the Red Sheet methodology and available for individuals taking the course.
- **Negotiation for Procurement Professionals** by Jonathan O'Brien – Winner of the ACA-Bruel specially commended award by the Association of Purchasing and Supply Chain (CESA) of HEC School of Management in Paris – a must for any procurement negotiators. Includes the Red Sheet methodology and written with the procurement professional in mind. The author is also available to lead some courses.
- **Red Sheet supplies** – A full range of physical Red Sheet supplies: Red Sheet posters, Red Sheet Lite deskpads, Red Sheet Nano notepads, and other Red Sheet merchandise – powerful tools to show the other party you mean business!
- **In-house courses** – This course can also be delivered exclusively for your company at almost any location worldwide. We charge per event based on a maximum of 16 delegates. Course contents are modular, customizable and adaptable to meet your organization's specific requirements. Different language options are also available..

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## Course Content

### Introduction to negotiation

- Introduction to negotiation and the different types of negotiation
- Match your negotiation approach to the situation, your objectives and type of relationship required
- Planning the negotiation event using Red Sheet
- Engaging stakeholders to support a negotiation
- Tactics to open and explore

### Culture and personality - how to adapt the negotiation approach

- Negotiating across cultures
- Negotiator personality and adapting behaviour for the negotiation
- Assessing the other party

### Power in negotiation

- Negotiating remotely
- Power balance and how to influence it
- Using game theory to structure the negotiation approach

### Planning for a winning outcome

- Building a concession strategy
- Planning the negotiation event
- Managing the negotiation event
- Tactics to bargain and deal
- Dirty tactics and countermeasures

### Body and verbal language

- Body language – how to read your opponent, how not to give the game away
- Use of verbal language – challenging non-specific language and using it to your advantage

### Negotiation role play

- 2 x team negotiations (video recorded and supplied to delegates post workshop)
- Team negotiation feedback
- Post-negotiation reviews and lessons learned

## Learning Objectives

By the end of this course delegates will be able to:

- Describe different types of negotiation
- Structure, plan and execute complex negotiations
- Adapt negotiation for culture
- Match individual personality to the negotiation and adapt behaviour
- Determine and change the balance of power and the game being played in a negotiation
- Determine requirements and outcomes and develop a concession strategy
- Begin to apply techniques around body language and verbal language to a negotiation
- Apply a selection of tactics and techniques to help secure outcomes
- Conduct a post-negotiation review

## What You Will Get

This training course is delivered by negotiation expert Jonathan O'Brien, either live online as a series of six workshops, or as a 3-day classroom event.

Delegates will receive:

- A full colour Red Sheet workbook
- A starter supply of Red Sheet posters
- A country-by-country culture guide
- A negotiator's guide to all popular tactics and techniques
- Copies of all case studies and group work exercises
- An MP4 video of their negotiation role play
- A copy of the book, Negotiation for Procurement and Supply Chain Professionals, by Jonathan O'Brien
- Summary of course evaluations and feedback
- A certificate for all delegates who complete the course
- A 3-month subscription to Red Sheet Online