



MERCURI INTERNATIONAL HOW TO BECOME A BETTER NEGOTIATOR

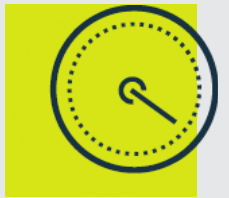
ARE YOU READY FOR A NEGOTIATION?

Improve your negotiation skills by understanding the different stages of a negotiation process and how to manage them. Discover this interactive learning path to effectively handle the complete negotiation process!



AUDIENCE

All sales professionals that want to upskill their negotiation tactics and become successful negotiators.



DURATION: 2 hours 30 min



FURTHER INFORMATION

This hybrid path contains videos, exercises, downloadable documents, open forums to connect with the community and live classroom sessions (virtual or F2F). All content is adapted for any device.



TRAINING COURSE OVERVIEW

Step 1: Introduction to negotiation

Step 2: Preparing for a negotiation

Step 3: Discussion

Step 4: Practicing win-win situations

Step 5: Bargain



TRAINING COURSE OVERVIEW

STEP 1

INTRODUCTION TO NEGOTIATION

Key points of becoming a better negotiator

Discover how to become a better negotiator by focusing on understanding the structure of the negotiation process, analysing the negotiation stages and identifying the key competences to increase your efficiency during a negotiation.

The negotiation process

It's important to view the negotiation as a process and not an event. Brush up your skills on having a professional way of setting the theme and to control the agenda and outcomes of various negotiation meetings in the process.

Self-Assessment – Find your negotiation style

Discover different negotiation styles and find out yours through an interactive and engaging module.



STEP 2

PREPARING FOR A NEGOTIATION

Preparation is key

In this step, you will discover the most relevant components to successfully prepare for a negotiation, with the aim of making you confident and aware of areas you can afford to concede. In particular, you will be able to:

- Apply the Five principles of The Harvard Negotiation Concept.
- Analyze the variable components in terms of costs and value.
- Determine your needs and wants, to define a strategy and get a sense of where your deal might end.
- Identify how compatible your customer's and your company's interests are.



STEP 3

DISCUSSION

Successful discussions

Very often, negotiators rush through this phase of the process. Successful negotiators don't! The negotiation is closely connected to the end result of the business deal but also the perception of it. Discover how to develop credibility during the discussion phase of the process, focusing on:

- The key information for the negotiation.
- How to build the right relations.
- Understanding the value of the negotiation elements.
- Clarifying positions and interests.



STEP 4

PRACTISING WIN-WIN SITUATIONS

Reach a win-win situation

You should now have a clear idea of your value to the customer, the urgency of implementation of your solution, your variables and fixed components as well as the customers position and interest. This phase enables you to test your understanding through these main points:

- How to get to the ZOPA (Zone Of Possible Agreement).
- The “If... then” technique.
- How to understand your customer’s signals.
- Evaluating the balance of power.

And of course, learn how to master a “no”.



STEP 5

BARGAIN

Reaching an agreement

In this final step of the negotiation process, you will discover how to reach a final agreement based on good preparation, discussion and understanding of each other's situation, with a focus on:

- Tactics you can use to deal with your customers.
- Ploys that customers use.

It's important to move the balance of power to your favor, in order to get a positive outcome. How to do it? Find out in this last stage of the negotiation process.



The logo consists of a dark blue square with the text 'MERCURI' in a bold, white, sans-serif font, and 'international' in a smaller, white, lowercase sans-serif font below it. The square is centered on the page and is surrounded by decorative elements: a yellow arc at the top left, a dark blue arc at the top right, a purple arc at the bottom left, and an orange arc at the bottom right. A light gray curved line passes behind the square, connecting the top right and bottom left corners.

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