

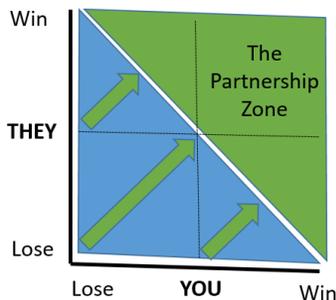
PARTNERSHIP APPROACH TO NEGOTIATIONS

Partnership Approach to Negotiations prepares salespeople to sharpen their negotiation skills, deal with challenging people and hard bargainers, structure mutually beneficial deals, reduce tension, and manage conflict productively. Knowing how to sell is a vital ingredient for marketing success. In simple terms, effective sales and negotiation techniques blend talking to the right people and listening hard to find out what they want to buy. Once your salespeople have both these elements, they can close the deal to mutually benefit both your customer and your company.

OVERVIEW

The Partnership Approach to Negotiations is a powerful program that helps sales professionals negotiate agreements with customers that are mutually beneficial to both sides, while strengthening the business relationship. The course is based on the work of Roger Fisher and William Ury, from the Harvard Negotiations Team and co-authors, *Getting to Yes*.

THE PARTNERSHIP APPROACH MODEL



PROGRAM OUTCOMES

The Partnership Approach to Negotiations allows participants to practice partnership negotiations in which they focus on the interests (as opposed to the positions) of both themselves and their customers. By getting beyond positional bargaining, *The Partnership Approach to Negotiations* helps salespeople achieve profitability and create workable solutions where both sides can win in a negotiation process.

APPROACH

Pre-work: Participants identify an upcoming negotiation for which they need to prepare.

Two-Day Workshop: Participants develop their negotiation skills by applying the concepts of Interests, Options, Standards, People, Alternatives and Closure through roles plays, case studies, and their own upcoming negotiation. This program will provide participants with the ability to:

- Differentiate between positions and interests in negotiation
- Use questions to bring out interests on the other side
- Understand how to generate created options for mutual benefit
- Effectively use independent standards
- Identify when it makes sense to walk away from a negotiation and when it does not

Follow-up and Reinforcement: Ensures your organization supports the use of the new skills

- Interactive follow-up emails that reinforce the concepts taught in the workshop
- Conference call with the facilitator 30 to 45 days following the workshop to share success stories and address challenges

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<i>Modules: Key Learnings Are ...</i>	<i>Participants Will Be Able To ...</i>
<p>Interests Introduce the concept of positions and interests and explore ways to identify and talk about them in negotiation</p>	<ul style="list-style-type: none"> • Identify the difference between positions and interests • Identify the buyers “why” they feel that way as opposed to simple statements
<p>Options Understand the importance of separating the process of creating possible options from deciding upon options. Understand how to brainstorm creative options that blend differing interests for mutual benefit.</p>	<ul style="list-style-type: none"> • Successfully identify mutually beneficial options • Brainstorm creative options • Arrive at compromises that satisfy the customer’s “want” while still maintaining an acceptable solution for the company
<p>Standards Explore how independent standards can help parties reach an agreement when interests conflict without either side having to back down.</p>	<ul style="list-style-type: none"> • Identify the standards for both sides to use during the negotiation process • Select the standards that are best or appropriate for the negotiation
<p>People Explore how to minimize people problems in negotiation and how to effectively deal with them.</p>	<ul style="list-style-type: none"> • Understand how to separate the people from the problem(s) • Understand how to diffuse people conflict during negotiation
<p>Alternatives Understand the importance of exploring alternative to agreement, estimating each side’s BATNA – Best Alternative to a Negotiated Agreement, and improving yours.</p>	<ul style="list-style-type: none"> • Successfully explore best alternative to achieve agreement
<p>Closure Understand the importance of avoiding premature commitment in negotiation and to explore ways to move towards a mutually beneficial agreement.</p>	<ul style="list-style-type: none"> • Gain agreement to close negotiation

ENABLING IMPROVED PERFORMANCE

This program features various performance applications. *The Partnership Approach to Negotiations* Planner is a key tool to help implement these skills back on the job. Other reinforcement includes interactive follow-up emails, access to the facilitator, job aids, and coaching tools.

MEASUREMENT

NuVue Business Solutions can help measure success of this workshop by tracking key metrics such as increased revenue, decreased costs and improved margins, and asset utilization or other business metrics.

EVALUATION

Organizations using the *Partnership Approach to Negotiations* have the option of NuVue Business Solutions completing ROI Impact Study after the workshop for individual or company negotiations.

This offering, like all others from NuVue Business Solutions, can be customized to reflect your sales environment and business priorities and can be integrated with your sales process.