

# € TRAINING

Negotiating Contracts Effectively



5 - 9 August 2024  
Casablanca (Morocco)  
New Hotel

# Negotiating Contracts Effectively

REF: U301 DATE: 5 - 9 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This recently updated, the comprehensive course will enhance delegates' ability to negotiate effectively - a critical competency for internal and external business negotiations. It will equip them with a detailed understanding of the negotiation process and an appreciation of the elements of planning a strategy to achieve workable solutions and success. It covers the key stages of negotiation, considers how disputes arise, and provide delegates with the skills to follow a structured process to achieve results. The delegates will be introduced to different negotiation styles, tactics and at the same time learn how to recognize and counter them effectively

## Course Objectives:

At the end of this course the participants will be able to:

- Demonstrate their understanding of the significance of planning and objective setting
- Understand how to use interpersonal skills effectively during a negotiation
- Describe how to achieve "win-win" outcomes within the bargaining process
- Identify the causes of disagreements & disputes and prevent escalation
- Describe the use of strategies to resolve the causes of disputes

## Targeted Audience:

- Personnel from a wide range of "results-based" business disciplines
- Company representatives who are engaged in national and international negotiations
- Departmental heads with the responsibility to drive change through collaboration
- Those who have a current or planned negotiation with internal as well as external "suppliers or customers"
- Delegates with experience in negotiating but want to improve their results

## Course Outlines:

### Unit 1: Finding a Collaborative Position When Aiming for Agreement:

- The basis of a negotiated settlement
- Disputes and the need for resolution
- The place of negotiation in the contractual resolution process
- Distributive and integrative approach to negotiations
- Emotion, understanding, and perceptions
- Ethics and the impact on the negotiation process

### Unit 2: Strategic Approaches to Negotiating Required Outcomes:

- Preparation and goal setting to maintain focus
- The key stages in planning a negotiation
- Information needs and sources of negotiation power
- Taking positions during the negotiation process
- Drafting your proposal which will open the discussion
- The discussion and importance of timing when closing deals

### Unit 3: Negotiation Relationships and Team Dynamics:

- Non-verbal communication and the interpretation of body language
- Communication skill models used in negotiation
- Proposals, influence, and persuasion
- Establishing commitment
- Building the negotiating team
- Managing multi-party negotiations

### Unit 4: The Impact of Culture on the Negotiation Process:

- Interests, positions, and escalation
- Why are international negotiations different?
- The influence of culture on negotiation
- Stakeholder power behind the interests in negotiation
- Ploys and tactics and how to respond effectively
- Negotiation best practice

### Unit 5: Resolving Differences and Difficult Situations:

- The negotiator as a mediator in the process
- Handling difficult negotiators
- Negotiation case study
- Team allocation and simulation exercise
- The Do's and Don'ts of Negotiating
- Improving what we do - action planning