



ADVANCED NEGOTIATION STRATEGIES

By: Dr. Michael Benoliel

Your professional success is largely dependent on your ability to influence others and reach efficient and satisfactory agreements with internal and external stakeholders. Since the interests, perceptions, attitudes, or values of various stakeholders often differ, it is quite a challenge to reach efficient and mutually beneficial agreements. In this highly interactive workshop, the central focus is on complex one-on-one, multiparty, and team negotiations.

BENEFITS AND TAKE AWAYS

- Understand the practices that *Master Negotiators* use successfully
- Recognize the traps to effective due diligence
- Learn to prepare and plan strategically
- Master the strategies of value creation
- Identify your negotiation style
- Recognize the complexities of multiparty negotiation
- Learn how to negotiate in a competitive multiparty environment
- Develop effective coalitions building skills
- Understand the dynamics and challenges of team negotiation
- Identify the factors that influence multicultural negotiation

PROGRAM OUTLINE

DAY ONE

Master Negotiators' Best Practices

- The characteristic of World-Class Master Negotiators
- How master negotiators create value

Review: Negotiating Simple Deals

- Basic negotiation concepts
- Single issue negotiation
- Moving away from a single (“fixed pie”) trap
- One-on-one negotiation simulation

Effective Due Diligence

- How to conduct effective due-diligence
- Identify the traps to effective due diligence

Negotiating Complex Deals

- Strategies for creating mutual value
- Managing future contingencies and risks
- Designing contingent contracts
- Two-on-two negotiation simulation

Team Negotiation

- The Challenges of negotiating in teams
- Characteristics of effective negotiating teams
- How to build a successful negotiating teams

Negotiation Styles

- Value claiming and value creating styles
- Mixed-motive style: How to create value and claim it
- How to deal with power-competitive negotiators
- Identify your own negotiation style

Day Two

Multiparty Negotiation

- Understand the challenges of negotiating in a competitive multi parties environment
- Acting strategically and identifying the stakeholders
- Power analysis of the stakeholders
- Building winning coalitions
- Criteria for selecting coalition partners
- Experience a competitive multi party negotiation simulation

International and Multi-Cultural Negotiation

- Identify cultural differentiators – East and West
- Understand how negotiators from other cultures think and act
- Develop cultural intelligence

Dynamic Strategic Preparation and Planning

- Learn and use effectively a step-by-step- preparation and planning process
- Determine your negotiation thesis
- Analyze the negotiation situation
- Identify all the direct and indirect “players”
- Determine the deal elements
- Understand the negotiation context
- Develop and implement a negotiation strategy

This workshop is based on Dr. Michael Benoliel’s extensive research on how world-class master negotiators in the West and in the East negotiate (Done Deal, 2005; The Upper Hand, 2006: and Negotiation Excellence: Successful Deal Making, 2011). The central focus of this workshop is on developing practical and advanced negotiation skills by using concepts and simulations developed by the Harvard Business School, Harvard Law School, and Kellogg Business School.

Learning Materials

1. Book: The Upper Hand
2. Book: Negotiation Excellence: Successful Deal Making (optional)
3. *Master Negotiator Profile (MNP)*. A Negotiation Self-Assessment Instrument.
4. Negotiation simulations and exercises.
5. Delegate’s Guide.

