



## **BASIC NEGOTIATION STRATEGIES**

**Instructor: Dr. Michael Benoliel**

### **INTRODUCTION**

Negotiation is the art and science of creating value and securing lasting agreements. As organizations become more complex, diverse, and global, the ability to create successful business deals is critical. For general managers, procurement personnel, salespeople, lawyers, and diplomats, effective negotiation skills must be one of their core professional competencies.

### **BENEFITS AND TAKE AWAYS**

- Understand the best practices *Master Negotiators* use
- Identify the *Master Negotiators'* multiple intelligences and competencies
- Identify your negotiating style
- Learn how to prepare for negotiation
- Use effectively the strategies of offers and counteroffers
- Use effective concession strategies
- Know the principles of fairness and avoid "fairness" traps
- Know how to increase your power in negotiation
- Avoid the traps of irrational decisions
- Learn and use the universal principles of persuasion

### **PROGRAM OUTLINE**

#### **Day One**

#### **The Best Practices of World-Class Master Negotiators**

#### **Concepts in Mutual Gain in Negotiation**

- Single issue negotiation
- How to frame your negotiation case
- **Negotiation simulation**

## **Create Value and Efficient Agreements**

- Multi-issue negotiation
- Determine your negotiation thesis
- **Negotiation simulation**

## **Tactical Negotiation: Offers, Counteroffers, and Concessions**

- Who should make the first offer?
- Who should make the offer second
- How to make concessions wisely
- **Offer Exercise**

## **Day two**

### **Negotiation Styles And The Harvard Interest Based Approach**

- Positions versus interests
- Distributive and integrative negotiations
- The Master Negotiator Profile (MNP): **Self-assessment**

### **Fairness In Negotiation: What Is Fair?**

- Standards of fairness
- Principles of justices
- **Negotiation Exercise**

### **Why Negotiators Make Irrational Decisions**

- Identify decision traps
- Learn to avoid decision traps and negotiate rationally

### **The Power of Persuasion**

- Learn the six universal principles of persuasion

## **Masterful Due-Diligence: A Comprehensive Planning Framework**

### **Learning Methods**

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 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.

