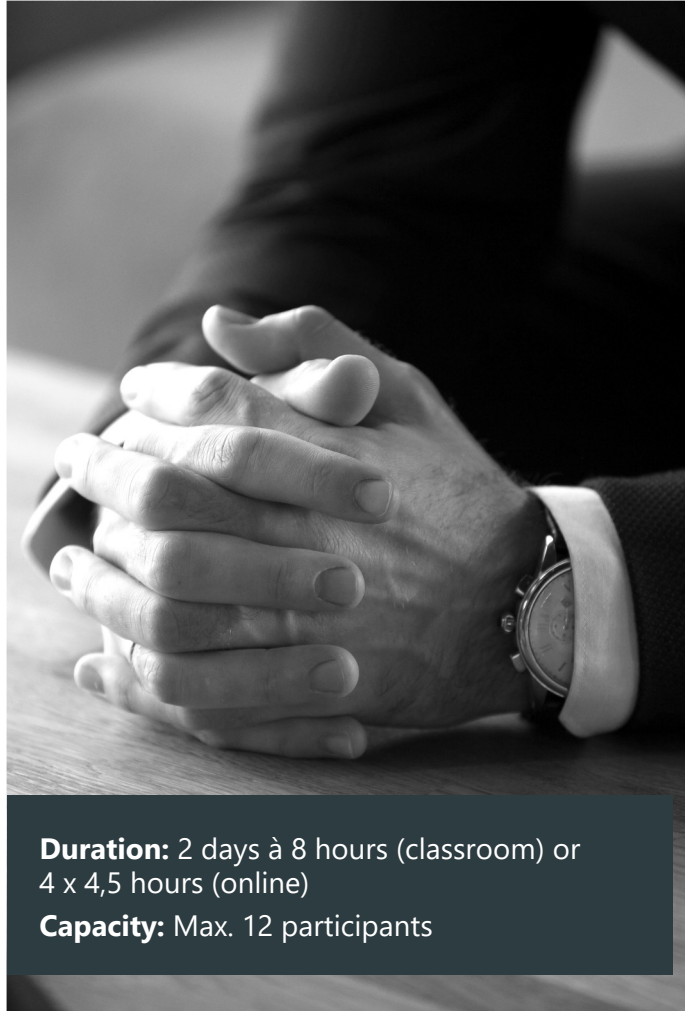


Negotiating with Monopolists



Duration: 2 days à 8 hours (classroom) or 4 x 4,5 hours (online)

Capacity: Max. 12 participants

In this workshop for experienced negotiators, we deal with one of the most difficult, but also most common challenges in negotiations: **confrontations with monopolists**.

Participants will **receive new perspectives and practical tools to either avoid monopolists** from the start or to **use creativity, commitment, storytelling and psychology** in order to gain the upper hand in the negotiation – with **direct impact on the profitability** of your company!

THIS TRAINING IS THE PERFECT FIT IF...

...you are **facing difficult negotiations with monopolists** and want to optimally prepare yourself and your team.

...you have the feeling that **you could have gotten more** out of your negotiations with monopolists in the past.









...you want to **learn how to professionally manage and structure** challenging and **high stakes negotiations**

FEATURES & CONTENTS

- 2-day on-site workshop, alternatively intensive online experience in 4 modules
- For 12 participants with negotiation experience from Procurement or Sales
- Guided by 2 experienced negotiation experts
- Guidelines to avoid the creation of monopolists
- Creating and using strategic options
- Internal & external stakeholder management and negotiation mandate definition
- Storytelling and psychological effects in negotiations
- Preparation for and follow-up to each event by the participants, using their own negotiation cases
- Experiments and role-play to deepen acquired insights
- Identification of optimisation opportunities in the participants' companies based on their cases

OVERVIEW OBJECTIVES & DIDACTIC METHODS

Day 1 / Online Session 1 & 2

Topic	Table of contents	Learning objective	Didactic method
Monopolists and bargaining power	Introduction to the topic using your own negotiation case	Understanding: Who are your monopolists and why do they exist?	 Group discussion
	Definition and meaning of bargaining power	Understanding: How does bargaining power affect your negotiation and why ?	 Exercises in small groups, video clip & discussion
	(De facto) monopolists	Understanding: Circumstances that create " monopolists " in purchasing	 Presentation & video clip
Solution approach	Optimisation of the initial situation for negotiations	Understanding: relevant factors to optimise one's own initial situation	 Presentation, video clip & discussion
	Getting from an emotional to a rational negotiation	Understanding: emotional behaviours and choices that influence the approach to a negotiation	 Presentation & discussion
Building up room for negotiation	Generating value add	Understanding: increasing offer attractiveness for all parties	 Group work & discussion
Establishing comparability	TVO evaluation and Options Matrix	Understanding: Approach monetary evaluate possible negotiation options and scenarios	 Presentation & group work
Summary & wrap-up	Summary of methods & application on own case	Understanding: How does one apply the taught methods concretely to one's own case ?	 Exercises in small groups

Negotiating with Monopolists

"The limits are only in your mind"











OVERVIEW OBJECTIVES & DIDACTIC METHODS

Day 2 / Online Session 3 & 4

Negotiating with Monopolists

"The approach is explained using the concrete cases of the participants."



Topic	Table of contents	Learning objective	Didactic method
Creating commitment & stakeholder management	Maintaining internal commitment and signalling it externally	Understanding: Relevance of commitment for negotiation success	 Presentation, video clip & discussion
	Stakeholder identification and mapping	Understanding: Addressing and engaging cross-functional stakeholders	 Exercises in small groups & presentation
	Internal negotiation mandate (commitment)	Understanding Structured approach to obtain internal commitment	 Presentation, video clip & discussion
	External communication of commitment	Use of communication and change management methods to convey credibility	 Presentation, video clip & discussion
Negotiation implementation	Create and implement a negotiation roadmap	Consolidation of the preparation in a negotiation roadmap with consequences, tradeables and must-haves as well as timing for implementation in the negotiation.	 Presentation & exercise in small groups
	Storylining and storytelling	Understanding: influencing and changing emotional states in the negotiation partner	 Video clips, group exercise & discussion
	Use of psychological effects: Framing, Anchoring & Nudging	Understanding: When and how can Nobel Prize-winning effects be successfully used in negotiations?	 Presentation, experiments and practical examples
Summary & wrap-up	Summary of the methods on the own use case	Understanding: How does one apply the taught methods to one's own case?	 Exercises in small groups