

## **PRACTICAL NEGOTIATION TECHNIQUES FOR PURCHASERS**

### **16 class hours (1 class hour is 45 minutes)**

#### **COURSE AIMS**

The training programme provides indispensable knowledge for purchasers, who help their companies to establish the most favourable conditions with suppliers. The aim of the training is to enable participants to develop a strategy for negotiation and communicating with business partners as well as to apply negotiation tactics, methods and tools. Participants of the training shall learn about the key issues, techniques and methods of communication, influencing their partner and understand the signs of their behaviour, and liaison between national and international purchasing business partners.

#### **SKILLS AND COMPETENCIES**

- ✓ The training contributes to the improvement of participants' skills to be able to communicate and solve problems with business partners,
- ✓ The situational practices applied during the training enable participants to apply the negotiation technique tools in practice,
- ✓ The examples and group works applied during the training enable participants to manage the negotiation at a higher level with business partners and achieve more favourable conditions,
- ✓ The mastered negotiation tools contribute to the development of participants' skills to cooperate with business partners as well as to resolve conflicts.

#### **COURSE UNITS**

- Where and how to gather information on the supplier or the negotiating partner
- How to influence the negotiating partner
- How to read someone's mind
- How to look professional and assertive during a negotiation – 12 best tips
- How to be more self-confident when negotiating with a friend
- How to hide if we are nervous, excited or if we did not have to time to prepare
- How to smoothly change our style according to the situation
- How to decide when to be more assertive
- Negotiation tactics: Different and combinable negotiation tactics
  - The vise, the salami tactic, problem-pass, separate tracks, good guy-bad guy etc.
- How to negotiate with monopolistic suppliers- managing and solutions strategies
- Dirty negotiation tactics - understanding these dirty tools and learning how to handle them
- 9 characteristics of bluffing and how to recognize it
- Understanding body language
  - bluffing and how to recognize it
  - reading the partner's behavior
  - influencing the partner's opinion, thinking
- 33 black lists (Public procurement, National Taxation Office, Hungarian Competition Office, Hungarian Financial Supervisory Authority, etc.) – check whether the partner/supplier is on the black list of one the authorities
- How to lead the negotiation: opening and reasoning tactics, stalemate and how to resolve it
- The most important price negotiation strategies and their pitfalls

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- Special negotiation tools: humour and sexuality
- How to make use of the preferred supplier status during negotiation?
- Multiparty negotiations: Opportunities and threats. How to turn salespeople against each other?
- Special negotiation situations:
  - with foreign suppliers
  - via phone
  - in writing or e-mails
  - at tele-or videoconferences
  - how to organize a supplier forum
- The secrets of effective negotiation by phone
  - opening and closing tactics, how to get to the point quickly, how to make an influence over the phone
  - special aspects of mobile phone and VOIP
- Legal background of purchasing negotiations
- How to resolve stalemate situations?
- Negotiation protocol/dress code
- How to negotiate at social occasions, receptions?
- Negotiation ethics
- Evaluating the negotiation: results, commitments etc.