



Best Negotiating Practices® Workshop Series

Excellence in Negotiating + Applied™ Advanced Workshop

Transform Strategies and Behaviors

Excellence in Negotiating (EINA) is an advanced negotiation workshop that focuses on application of negotiation strategies to your business. Confident and experienced negotiators have the opportunity to tackle negotiating strategies in complex situations and connect them to their work. Your negotiators become more strategic, and team leaders become more effective mentors and coaches. The approaches we use support enduring behavioral changes that strengthen your team's competitive edge and ability to capture more value in their negotiations.

Who Should Attend

Participants have taken Watershed's "Create and Capture Value as You Negotiate" workshop, or at least two days of intensive negotiation coursework in recent years, have five or more years of on-the-job negotiating experience, and are able to dedicate focus to the workshop. The content is impactful across professional functions and industries.



Approaches to Advanced Workshop Delivery

Using one or more participant-centered approaches to delivering the workshop, we offer the flexibility to combine approaches and include topics that meet each group's business goals, negotiation challenges, class size, time commitment and budget.

1. Strategic Negotiation Planning

Participants complete tactical plans for an upcoming live negotiation, and submit these prior to the workshop for instructor's review. They present their plans at the workshop, improving them based on new ideas, reflection and feedback. Coaching by the instructor occurs throughout, and participants leave with a more strategic plan for their upcoming live negotiation.

2. Behavioral Coaching using Role-play and Video

Using a role-play that reflects today's organizational challenges, participants work in teams to plan and negotiate agreement. Negotiations can be video recorded and analyzed to share effective strategies, identify missed opportunities, address unproductive habits, and coach participants to the next level, all in a supportive learning environment. Lessons are related back to your participants' on-the-job negotiations. Role plays can be provided from our library or custom developed to closely reflect your business.

3. Case Study Application

We collaborate with you to produce a case study that reflects a completed actual negotiation in your organization, providing direct application of skills to your business. In small groups, participants use their skills to prepare overarching approaches, solve obstacles, leverage opportunities that arise, and negotiate solutions. They learn from the strategies their peers develop, as well as revelation of the actual results and lessons learned.

Delivered in English and Spanish

General Content

Integrated with each workshop delivery approach are surefire techniques that drive behavioral shifts:

- Interactive refresher of core concepts and *Best Negotiating Practices*,
- Our trademark use of famous film clips that leave participants with memorable negotiation lessons,
- Participant-centered activities and facilitated discussions that challenge ideas,
- Expert coaching of individuals and teams, and
- Pre-work, critical negotiation topics, and post-workshop support.

Pre-work Options

Depending on your goals, we may recommend one or more of these pre-work options:

- Online survey of participants and internal stakeholders;
- Individual conflict styles assessment;
- Negotiation plan; and
- Refresher reading on negotiation fundamentals.

Topics Available

We provide a selection of negotiation topics that support your unique business challenges and target the missed opportunities for sales, purchasing, program/project managers, operations and executives.

<ul style="list-style-type: none"> • Negotiation styles (TKI Assessment) • Strategic preparation • Stakeholders analysis • Cultural considerations and safe skills • Negotiating for internal resources • Negotiating with customers you can't afford to lose • Procurement's missed negotiation opportunities • Negotiation team dynamics • Probing intensive • Legal considerations • Defending against most common tactics • Email, texting, voice mail and telephone negotiations • Sole and single source supply negotiations • Gaining and leveraging power 	<ul style="list-style-type: none"> • Managing emotions – yours and theirs • Difficult negotiations with hardball bargainers, intimidators and irrational negotiators • Negotiating with governments • The truth about lying • Managing impasse and avoiding deadlock • Multilateral negotiations • The power of the positive “no” • Turning difficult conversations into successful negotiations • Ethics in negotiating • One shot at opening offers • Empowering women negotiators • The persuasive negotiator
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Post-Workshop Support

Participants receive Watershed's *Negotiator's Field Guide* and other job aids. The *Field Guide* is also available for system licensing and individual tablet download. Post-workshop support is available in the form of webinars, plan reviews, deal coaching, and individual and team coaching.

Length and Size of Workshop

Workshop lengths vary from 1 to 3 days depending on your goals. Watershed recommends a minimum 2-day session for participants to embed the learning in a way that assures application on the job. Class sizes vary with ideal of up to 18 participants. Use of video is included in 3-day workshops for 8 participants with 1 instructor, or 12-16 participants with 2 instructors.

Vehicle

Workshops are delivered on-premise, virtually, or a combination.

Delivered in English and Spanish