

These are some of the most popular topics explored in the 2 day *Your're the Buyer—You Negotiate It* seminar

Negotiation & Training Menu

Tactics – Selecting, Exploiting, and Countering

How to effectively use and counter any tactic.

“A tactic recognized is a tactic neutralized.”

Maneuvers

- Higher Authority
- Split the difference
- Concession trade off
- The “No” statement
- Position and Motivation
- Nibbling

Flyers

- Flinching
- “Take this!”
- “You’ll have to do better”
- Silence
- Reluctance

Gambits

- Good Guy-Bad Guy
- Invalid Offer
- Lesser of two evils
- Sacred writings

Ruses

- Decoy
- Red Herring
- Funny Money
- Puppy dog
- Anger
- Many little “yeses”

Negotiation Planning

Strategies (Win-Win, Win Lose, Lose-Win, Lose-Lose)

- How can buyer and seller both win?
- What is *Best Value* and how do I know if I am getting it?
- Selecting a strategy based on importance of Issues and Relationships of the parties
- Why should I be concerned about how the other side does in the Negotiation?
- When is other than Win-Win better?

The Importance of Total Cost of Ownership (TCO) in Negotiation

- How to align our Negotiation plan with our Purchasing strategy
- Using Cost Analysis and Price Analysis as effective bargaining tools
- Deploying Supplier Evaluation and Performance Metrics influence outcomes
- Building the Negotiation plan around the TCO

Deploying Concession Behavior to Our Advantage

- How and when do I make a concession? (size, time, and direction do matter)
- How to build in concessions and make the other side want them
- How to estimate the other side’s concessions

Writing an Effective Negotiation Plan

- How to prioritize issues on the basis of costs
- What to include in the Negotiation Plan
- We will use a template to develop our Negotiation plan

Small Team Exercise — The Gaylord Principle

Devising a negotiation plan for a strategic alliance (partnering) with a supplier. Among the considerations are costs, shared savings, and pricing.

Capitalizing on the Importance of High Initial Demands (HID)

- Isn’t a HID unnecessary and won’t unrealistic demands turn off the other side?
- How to understand and profit by Perceived Value
- Setting up your concessions with HID
- What to do when they counter my HID with theirs?

Bonus Exercise

A spot Negotiation planning exercise incorporating TCO principles, the template tool, and a workplace challenge

About

Robert Menard

Bob Menard helps companies make money by saving it. His unique supply side philosophy is embodied in the corporate slogan: *Sell for a dollar, earn a dime; save the same dollar, earn ten dimes*. Since 1985, he has been president of Vinca Corporation/SPEECH2, a consulting and training firm bringing his unique buyer’s perspective of Negotiation to all his clients. In addition to Keynotes, Seminars and Workshops at convention and corporate meetings, he provides training and consulting services in purchasing and cost management strategies to clients in the US and abroad.

With his energetic and engaging style, Menard has delighted audiences in over 1,400 speeches in 47 states and 5 foreign countries. His business acumen stems from a career as an entrepreneur, an uncommon feature amongst speakers. He has that rare ability to touch audiences on a personal level because he has lived and experienced their challenges.

An expert in business strategies, he delivers powerful and effective addresses on Negotiation, Purchasing, Partnering and Communication issues. His motivational speeches strike the personal chord, reminding each of us of our limitless potential. His entertainment speeches are without equal in educational and humorous value.

Sales groups seek out his counter point perspective, unique amongst sales speakers and trainers. The author of dozens of magazine articles, his book on Negotiation is due out this year.

He may be reached at 214-513-8484 or through the web site.
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Communication Issues

Dealing with Personality Types

- How to counter the abusive personality
- How to recognize and address various personality types
- The Golden Rule, or how to speak in the personality type of the other side

Small Team Exercise—Fighting Cowboys and Indians at the Same Times

Negotiating with the reluctant internal customer as well as the uncooperative supplier they picked.

Overcoming Communication Deficit Disorder

- How to overcome the 4 common road blocks to listening skills
- How to recognize and interpret verbal clues
- How to skillfully question using closed, open, “what if”, and other techniques

“Are you talking to me?”

- Tell tales words to listen for and avoid
- Separating stated positions and motivations
- “I” versus “you” statements and reflective response
- How to negotiate effectively on the telephone

Body Language

- What does theirs say to us and ours to them?
- Common gestures and interpretations
- Clusters of gestures with similar meanings
- Cultural and gender differences

Small Team Exercise — Huh, or how-wuz-zat

An extremely interesting participant demonstration of body language communication

Special Negotiation Situations

Team Negotiations

- The LICK method of organizing and deploying effective teams
- Where to sit and the shape of the table
- Roles and responsibilities of team members

Treating Negotiation as a process, not an event

- Using inherent conflict to fuel agreement
- What else matters besides fact to face confrontation?
- How does Alternative Dispute Resolution affect negotiation?

Negotiating with and in foreign cultures (subject to particular circumstances)

Small Team Exercise — Large and Small Supplier

A look into strategies and tactics to deal with these special situations

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The Voice of the Customer

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