OPEN TRAINING

Commercial Negotiation



For demanding or complex purchasing and sales negotiations, this training provides the knowledge and skills to prepare a **negotiation strategy** and carry it out professionally, step by step. With a clear negotiation structure, a predefined goal and a strategy based on interests and dependency, participants learn to map the positions of all parties on one playing field and reach a win-win outcome within it.

Objective

During the training, participants gain the knowledge, insight and skills to negotiate terms and conditions with major business relations from a position of equality and their own strength.

Topics

- When to negotiate, and when not to
- Negotiation styles
- The role of (non-)verbal behavior in a negotiation
- The setup and structure of the negotiation process
- Preparing a negotiation and mapping the playing field
- Negotiating step by step
- 'Give and take': dealing with counterparts
- Uncovering shared and non-conflicting interests
- Turning counterarguments around
- Closing concretely on a win-win basis

Who it is for

'Commercial Negotiation' is designed for professionals whose commercial role makes them responsible for negotiating contracts, account plans and projects, including the related terms. The same proven Zenith methodology as our in-company programs, with open enrollment.

Program content

When to negotiate?

- The framework of a negotiation
- Cooperating, negotiating, fighting
- What do you need to get the best deal?

The role of (non-)verbal behavior

- Negotiating: 90% behavior – 10% content
- Fears and drivers; spontaneous preferred behavior
- Mindspace to read the other party's behavior
- A mindset for success

Types of negotiation

- Recognition based on criteria
- Do's and don'ts: crucial nuances in the process

The negotiation process step by step

- The four phases of a negotiation
- Relevance, characteristics and focal point

Practice simulation: positional negotiation

- Preparation
- Recording
- Review

Ten tips for negotiators

- Eye-openers

Interest-based and strategic negotiation

- The preparation framework
- Planning the negotiation steps and timeline
- The WWW line
- Rules for converging in the closing phase

Practice simulation: strategic negotiation

- Preparation
- Recording
- Review

Approach

Short theoretical introductions alternate with exercises and practice simulations, including video recordings with a review of each conversation.

DURATION

Two consecutive days
9:00 am – 5:00 pm

INVESTMENT

€ 1,695

excluding VAT

DATES 2027

Thu 15 & Fri 16 April
Thu 17 & Fri 18 June
Thu 23 & Fri 24 September
Thu 18 & Fri 19 November

LOCATION

Hotel Mitland, Utrecht
Ariënslaan 1, 3573 PT Utrecht

Additional venue costs are € 200.00 (excluding VAT). These cover room hire, coffee, tea, water and lunch. Any other costs are for the participant's own account and are settled directly with the venue.