



THE NEGOTIATION EDGE

Exchange Value, Secure Success

Master a strategic approach to negotiation, sharpen influence, and confidently drive high-value outcomes. Ideal for leaders in Sales, Projects, Procurement, and client-facing roles seeking to elevate your negotiation expertise.



Introduction

Negotiation is a critical skill that empowers individuals to create value, build relationships, and achieve successful outcomes in both professional and personal settings. It enhances the ability to navigate complex discussions, balance competing interests, and drive mutually beneficial agreements.

Effective negotiation goes beyond persuasion—it involves understanding needs, leveraging emotional intelligence, and applying structured frameworks to secure the best possible results.

In leadership and business, strong negotiation skills foster collaboration, improve decision-making, and enhance stakeholder relationships. By mastering negotiation techniques, professionals can confidently manage high-stakes conversations, influence outcomes, and unlock new opportunities for growth.

Whether in sales, client partnerships, procurement or internal decision-making, negotiation is a transformative skill that drives long-term success.



Business Challenge

In a dynamic, complex business environment, professionals are under immense pressure to sell value, not price. On the other hand, they face informed buyers from powerful purchasing organizations and are under unprecedented demand to give more for less. Given these challenges, they negotiate too quickly over price rather than business value, therefore giving away too much, too early in the deal.

How does this affect you / your organization?

- **Reduced Deal Value and Profitability** – Sales teams give away too much, too early, leading to lower margins and unsustainable deals.
- **Eroding Competitive Differentiation** – When the focus shifts to price, customers overlook the strategic benefits, making it harder to stand out from competitors.
- **Customer & Revenue Volatility** – Buyers who receive excessive discounts become transactional, reducing long-term loyalty and increasing churn risk.
- **Internal & External Execution Pressure** – Aggressive price concessions strain delivery teams, supplier relationships, and overall business viability.



Overview and Objectives

‘The Negotiation Edge’ Workshop is designed to equip participants with the strategies, skills, and tools to negotiate confidently in any setting. Through several interactive role-plays and practical frameworks, participants will:

- Gain a deeper awareness of the power of negotiation in their professional and personal lives.
- Learn and apply **‘Negotiation Fundamentals’** and **‘Negotiation Behaviors’** to enhance value of their deals
- Develop **‘Discount Strategies’** to avoid early price concessions and maximize profitability.
- Understand how to use the **‘Three-dimensional model’** of negotiation and leverage ‘tension’ to navigate complex negotiations with confidence.
- Walk away with a **‘Negotiation Planner’** and other practical tools and templates to structure deals effectively.



Business Benefits

By the end of the workshop, participants will have enhanced abilities to:

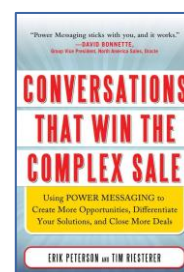
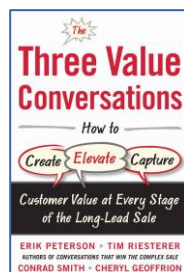
- ✓ **Improve deal size and profitability** by reducing unnecessary discounts and concessions.
- ✓ Harness 'tension' to **create mutually beneficial relationships** with customers and business partners.
- ✓ Use negotiation as a tool for **joint problem-solving**, engaging both external clients and internal stakeholders more effectively.

This workshop is essential for professionals who want to shift from transactional bargaining to value-driven negotiations, ensuring sustainable business success.



Key Concepts

Concepts covered in this workshop are drawn from *'The Three Value Conversations'* and *'Conversations that Win the Complex Sale'* by Erik Peterson and Tim Riesterer



Six Negotiation Fundamentals (Principles)

Mastering the six fundamentals enables negotiators to create value, build strong agreements, and drive better business outcomes.

1. Position Your Solution Advantageously
2. Anchor High Targets
3. Manage Information Effectively
4. Know Your 'Power'
5. Satisfy Needs Over Wants
6. Discount Strategically

Three-Dimensional Model of Negotiation

Successful negotiation is not just about reaching an agreement—it's about achieving an optimal outcome that balances interests, relationships, and creative solutions. The Three-Dimensional Model of Negotiation provides a structured approach that enables negotiators to adapt their style based on the context.



Key Concepts (cont.)

Five Negotiation Behaviors

Effective negotiators exhibit a mix of these five behaviors, adjusting them based on the situation:

1. Make Demands
2. Make Trades
3. Probe
4. Test Understanding
5. Propose Conditionally

Mastering these behaviors helps negotiators stay in control and drive productive discussions.

Effective Discount Strategies

Discounting is a double-edged sword—when used strategically, it can help close deals and strengthen relationships, but when mismanaged, it erodes profitability and sets unhealthy precedents. Effective negotiators understand that discounts should be structured, purposeful, and aligned with business objectives rather than given away too easily. The Five Discount Strategies offer a structured approach to handling price conversations, maintaining deal value and protecting margins.



Workshop Methodology

The workshop is built around immersive negotiation roleplays and real-world case scenarios, enabling participants to apply key concepts in a dynamic, hands-on environment. Through these practical exercises, they gain valuable insights into their negotiation approach, identify critical gaps, and refine their strategies for greater effectiveness. This experiential format ensures that learning is not just theoretical but immediately actionable, empowering participants to navigate negotiations with confidence and effectiveness.



Workshop Content and Flow

Section 01		
Introduction	<ul style="list-style-type: none"> Welcome Context, objectives and expectations setting 	30 mins
Section 02		
Negotiation Fundamentals	<ul style="list-style-type: none"> Role Play 1 Position Your Solutions Advantageously Anchor High Targets Manage Information Effectively Know your Power Satisfy Needs over Wants 	90 mins
Section 03		
The Three-Dimensional Model of Negotiation	<ul style="list-style-type: none"> Types of Negotiation Competitive, Collaborative and Creative dimensions Understanding 'Tension' in a negotiation Practicing the Five Negotiation Behaviors Practicing Role Play 2, 3, 4, 5 	90 mins
Section 04		
Discount Strategies	<ul style="list-style-type: none"> Comprehending the Five Discount Strategies Discounting Guidelines Role Play 6 	90 mins
Section 05		
Elegant Alternatives	<ul style="list-style-type: none"> Creating Alternatives Using the Negotiation Planner 	90 mins
Section 06		
Recap and Closure	<ul style="list-style-type: none"> Tool for Continuous Improvement Recap Q&A 	15 mins

Duration and Batch Size

Duration	One Day - In person (Instructor Led Workshop)
Batch Size	Min. 16 participants, Max. 24 participants

