Soft skills

Negotiation: Method and Practice

Two days to prepare and conduct a negotiation with method, whether it concerns a supplier contract, a commercial agreement, resources shared between departments or a work organisation. Participants learn to separate positions from interests, set their margins and fallback solution, resist pressure tactics and close with a written agreement. A large share of the time goes to simulations on their own files.

Duration : 2 days

Objectives

1. Prepare a negotiation: stakes, both parties' interests, room for manoeuvre, fallback solution
2. Distinguish distributive negotiation from interest-based negotiation, and choose the right approach
3. Conduct the phases of a negotiation: opening, exploration, proposals, concessions, closing
4. Identify and neutralise common pressure tactics
5. Formalise a clear agreement and follow it up

Programme

Day 1 — morning

• What gets negotiated every day: purchasing, sales, lead times, resources between departments, work organisation

• Positions and interests: what the other side asks for, what they really need

• Distributive and integrative negotiation: when to share, when to widen the options

• Exercise: identify the interests behind a distributor's request for a discount

Day 1 — afternoon

• Preparing: target, opening point, walk-away point, fallback solution

• Mapping the other side's contacts and decision-makers

• Building your arguments and anticipating objections

• A preparation grid applied to a real file from each participant

Day 2 — morning

• Opening the negotiation: framework, agenda, first proposal

• Questioning, rephrasing, making conditional proposals ("if… then…")

• Concessions: trade them rather than give them, and keep a record

• Pressure tactics (ultimatum, false urgency, last-minute demands) and counters

Day 2 — afternoon (workshop)

• Observed simulations on the files prepared the day before

• Debrief: gap between preparation and what happened, concessions made, quality of the agreement

• Closing: restating the agreement, written minutes, following up commitments

• Knowledge test

Teaching methods

• Preparation grid used on participants' real files

• Pair simulations with an observer, on cases of industrial purchasing, retail sales and internal negotiation

• Fact-based debriefs: what was said, conceded, obtained

• Short exercises on pressure tactics and possible responses

• Brief method inputs between simulations

Assessment and documents

Knowledge test at the end of the session and a final simulation observed against a grid, post-training evaluation at D+1. Numbered training certificate, verifiable online, for each participant; training report given to the company.

Bilingual materials for every participant; each classroom course comes with its digital twin on OmniLearn.

Good to know

To hold a position against an insistent counterpart, the half day “Defending a Position and Standing Firm Under Pressure” is a useful complement to these two days.

Practical information

Duration	2 days
Audience	Buyers, sales staff, managers, project leaders, support functions
Prerequisites	No prerequisites
Group size	Groups of 6 to 12 participants, in-company
Format	In-company, face to face on your site
Language	French, Darija or English; bilingual materials
Funding	OFPPT special training contracts (TFP), GIAC, Maroc PME: we prepare the applications with you, at no extra cost.
Programme customisation	Programme adapted to your procedures, your equipment and your audience

Frequently asked questions

Is the course only for buyers and sales staff?
No. Managers, project leaders, logistics or HR managers also negotiate lead times, resources or priorities. Cases are chosen according to the make-up of the group.

Can we work on an upcoming negotiation?
Yes, it is recommended. Each participant can bring a real file, keeping sensitive elements confidential; they leave with their completed preparation grid.

How is this different from “Understanding Stakeholder Dynamics and Influencing with Integrity”?
Influence acts over time, within the organisation, with no formal negotiation moment. This course is about the negotiation itself: two parties, interests, an agreement to obtain and to write down.

Do participants need prior negotiation experience?
No. Beginners acquire a complete method; experienced participants use it to structure their habits and correct their automatic reflexes, particularly on concessions.