

# Successful Project Negotiation

Working towards agreement and dealing with disagreement



## Seminar Focus

- Understand the dynamics of negotiations and how to maximise your chance of success
- Prepare in depth, focussing on both your own – and the other party's – situation
- Use the four stages of negotiation effectively
- Follow a structured, positive process to move towards your goals
- Be confident in handling and applying pressure, dealing with tactics and saying 'No'
- Generate agreements that achieve results without damaging relationships

## Overview

### Negotiation is a fact of life in the project environment:

From agreeing a realistic budget and schedule, through allocation and management of resources and dealing with changes, to getting approval from the customer, it can be an almost daily occurrence. Combine this with supplier, contractor and compliance authority interactions and it's clearly a key competence required by project managers and other team members.

This practical and interactive workshop will boost participants' skills and confidence and provide a vital understanding of choices of style and strategy within project-linked negotiations. The event will combine teaching and advice with practical exercises and case studies covering a range of common situations.

### Co-operative or competitive?

Traditionally, negotiation is often seen as a competitive activity, with the single aim of maximising results for the negotiator – even if this results in poor relationships. New approaches to negotiation recognise the importance of on-going relationships with customers, suppliers, management and staff – while still generating excellent results for the negotiator. Learn how to help your negotiating partners agree to solutions that both parties see as a success.

### Why negotiations fail

One of the most common causes of failure in negotiations is the negative impact of emotions such as distrust, frustration, anger and fear. The techniques covered in this event will help you to understand and deal positively with both your own – and other people's – emotions.

## Benefits of Attendance

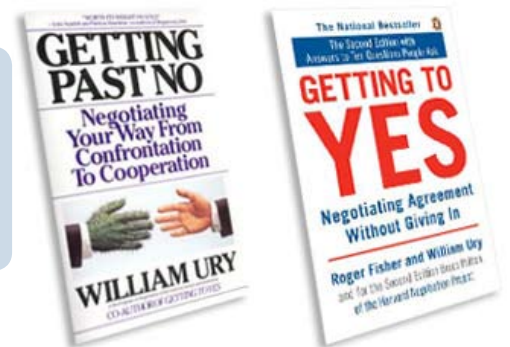
### Discover a range of practical tools, tips and advice aimed at helping you and your staff maximize the benefits achieved by successful negotiations

A structured, principle-driven approach to negotiation that can be applied in almost every situation and is not dependent on a positive attitude from the other party.

The opportunity to understand and receive feedback on your own style of negotiation and to identify ways to improve your ability to get better results.

The seminar also provides two best selling books – “Getting to Yes” and “Getting past No”.

These easy to use books will help you in developing your own negotiation strategies and also tactics for dealing with difficult situations.



## Who Should Attend

This event is a must for Project Sponsors, Program Managers, Project Leaders, Project Managers, and anyone else who negotiates in the project arena.

You will participate in a range of one to one and small team role-plays of common negotiation challenges and be invited to give/receive feedback with your fellow participants.

The event is highly participative, including a mixture of discussion, exercises, practical tools and case studies.

# Course Topics

## DAY ONE

### Session 1 ~ Developing a consistent strategy for negotiation

- Being clear on your objectives, interests and level of power
- Assessing the other party's objectives, interests and level of power
- Understanding the risks of competitive approaches
- Identifying the potential benefits – in both outcome and relationship – of co-operative approaches

### Session 2 ~ Setting targets and identifying alternatives to negotiation

- The need for knowledge and realism
- Determining the 'BATNA' for both parties
- Reviewing targets with other stakeholders

### Session 3 ~ Common problems with positional bargaining

- The true effect of an 'opening position'
- The risk of deadlock
- The problem with concessions

### Session 4 ~ Planning the negotiation

- Targets and worst case scenarios
- Approach and tactics
- Ways to move forward

### Session 5 ~ One – to – one negotiation

- Preparation for negotiation
- Negotiation exercise
- Feedback / review

### Session 6 ~ Negotiation Stages

- Building Rapport
- Exploring the issues
- Negotiation and bargaining
- Closure and agreement

### Session 7 ~ "Getting to Yes" and "Getting past No"

- Key messages
- Reading assignments

## Seminar Timetable

Registration will be from 08.00 to 08.30 every morning.  
Lunch and refreshments will be provided.  
The course will finish at approximately 17.00 each day.



## Course Topics

### DAY TWO

#### Session 8 ~ Review of "Getting to Yes"

- Working towards Interests, not Positions
- Identifying Options for Mutual Gain
- Using Objective Criteria

#### Session 9 ~ One – to – one negotiation

- Preparation
- Negotiation exercise
- Review

#### Session 10 ~ Review of "Getting Past No"

- Stepping to their side
- Reframing the conflict
- "Building the Golden Bridge"
- Using Power to Educate

#### Session 11 ~ Team Negotiation Issues

- Agreeing team objectives and approach
- Roles and tactics
- Common pitfalls of team negotiation

#### Session 12 ~ Team Negotiation case study

- Preparation for negotiation
- Negotiation exercise
- Feedback / review

#### Session 13 ~ Putting it all together

- Learning points and action plan
- Seminar review and close

## Testimonials from past Peter O'Neill courses:

“ The course was really useful and practical, I can use it in every day life and work.  
**Bluebridge**

Excellent trainer, well-prepared course.  
**Ericsson**

Very good topics, excellent trainer. It will initiate a whole new way of thinking and approach to my approach.  
**Seavus Group**

Great training, very effective with hints and ideas, bright & highly interactive.  
**Motorola**

I think this was a great course for someone like me who doesn't have a lot of experience yet in working on projects. ”  
**Orange**