



# Negotiation skills



First Friday is a leading provider of training & development and change management services with a portfolio of 100+ clients across the UK, Europe and South Africa.

Our team is unique; everyone at First Friday is a retailer by trade. Not only have we worked at senior levels in retail in the past but we work with world class retailers every day. It's simply in our blood. We understand that what counts in retail is passion, flexibility and pace. Because we understand the business you're in, we start adding value the minute we step through the door.

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Even their body language is retail! They're head and shoulders above other training companies





# Negotiation skills

The only negotiation skills programme designed by retail buyers for retail buyers:

- Training delivered by senior and experienced buying professionals
- Your buyers will be more confident, competent and effective negotiators
- Delivers hard benefits to your business

- Courses delivered by consultants with a senior buying background (directors and heads of buying). They are able to share their experience and insights to bring the courses to life
- Use of robust and complex retail case studies allowing delegates to practise newly learned skills
- Understanding of the retail financial drivers and how and where opportunities lie
- Individuals are challenged to think differently by someone who has been in their job

"Being trained by an ex-buying director was invaluable. She used her experience to bring everything to life"

Senior Buyer

## New negotiator

Introduction to negotiation skills one-day course

- I understand what negotiation is and why it is important
- I understand the objective of this negotiation
- I can use the First Friday six-step framework to plan, conduct and conclude negotiations
- I understand why conflict occurs and how to recognise it
- I recognise different conflict response styles and how personal styles can be optimised
- I can define tangible actions to become more effective in future negotiations

## Confident negotiator

Advanced negotiation skills two-day course

- I can apply the practical First Friday six-step framework to plan, conduct and conclude negotiations
- I understand the supply chain and how different costs influence margin and price
- I can adapt to different cultural environments
- I understand the balance of power in negotiation relationships and how to use power effectively
- I can use cues and clues to competitive advantage

## Skilled negotiator

1:1 coaching on-site

- My effectiveness is experiencing a step change because my behaviour is changing
- I am alert to new opportunities that will make a difference to the bottom line
- I am consolidating my learning and transferring it to everyday negotiating activities



# Introduction to negotiation skills

A comprehensive introduction to the negotiation process combined with the practical skills required to achieve a successful outcome.

The course is delivered by two consultants with a senior buying background (directors and heads of buying). They are able to share their experience and insights to bring the course to life.

A course for up to 12 delegates

First Friday's 'introduction to negotiation skills' course provides the foundation level knowledge, skills, behaviours and know-how needed to become a confident negotiator.

## Target audience

This course is suitable for anyone who is new to negotiation, or who may have some negotiation experience but not necessarily any previous negotiation skills training.

The course is equally suitable for anyone who wants to refresh existing skills with a view to negotiating with purpose and impact to improve their performance.

## Course objectives:

This course helps delegates to:

- Define what negotiation is and why it is important
- Establish the objectives of a negotiation
- Use a six-step framework to plan, conduct and conclude negotiations
- Understand why conflict occurs and how to recognise it
- Recognise different TKI conflict response styles, and understand how personal styles can be optimised
- Define tangible actions to become more efficient and effective in future negotiations

The course gives buyers the basic techniques of negotiation and helps them follow a process for ongoing development of foundation skills.

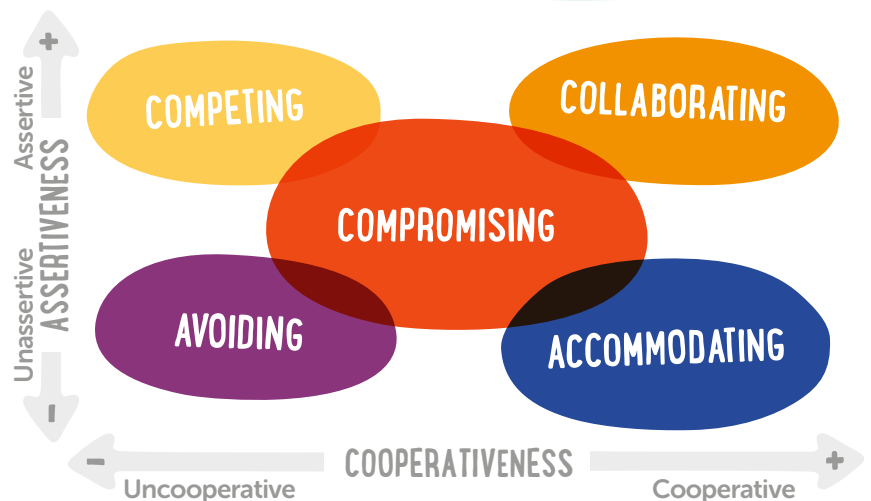
They will learn how success is a blend of process, skills, personal impact and style.

We emphasise the importance of planning – successful negotiation needs a combination of business strategy, supplier, market and product knowledge together with clear negotiation goals and skills.

A robust retail buying case study forms an important part of the day and enables delegates to role play and practice new skills. The feedback gained aids preparation for future, real negotiations.

"The knowledge and experience of the facilitators was invaluable – great day of debate and learning."

Assistant Buyer



## Course content structure

KEY SESSION CONTENT	PURPOSE OF SESSION	BENEFIT OF SESSION
<b>Introduction to negotiation</b>	<ul style="list-style-type: none"> <li>• What success looks like within negotiation</li> <li>• Encourage a bigger picture view of the importance of negotiating</li> <li>• Understand core negotiation concepts and what they mean in practice for both parties</li> </ul>	<ul style="list-style-type: none"> <li>• Delegates are better equipped to become stronger negotiators as they have a deeper appreciation of the role of negotiation in business success</li> <li>• Delegates are more likely to achieve successful outcomes</li> </ul>
<b>Establish the objectives of a negotiation</b>	<ul style="list-style-type: none"> <li>• Understand how to set business goals to achieve specific outcomes</li> <li>• Introduce a structured tool to determine business and stakeholder needs that influence negotiation objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Delegates can use a simple tool to prepare efficiently for negotiations and engage effectively with stakeholders</li> </ul>
<b>Understanding negotiation conflict styles</b>	<ul style="list-style-type: none"> <li>• The TKI five styles of negotiation conflict response</li> <li>• How different people respond to conflict, and how this influences results and relationships</li> <li>• Understanding how personal styles may help or hinder when negotiating</li> </ul>	<ul style="list-style-type: none"> <li>• Delegates can master their own style to better influence and control the outcomes in conflict situations</li> <li>• Delegates begin to recognise the behaviours driven by different conflict styles and can relate this to past negotiation experience to influence future outcomes.</li> </ul>
<b>Introducing a six stage negotiation framework</b>	<ul style="list-style-type: none"> <li>• Demonstrate how applying structure to a negotiation can increase chances of a successful outcome</li> <li>• Emphasise the importance of preparation and planning in negotiating</li> <li>• Explore why understanding your supplier is fundamental to success</li> <li>• Share a wealth of tips, tactics and practical techniques across all six steps which support achieving desired outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Delegates have a simple framework to apply to their negotiations which supports consistency, confidence and improved bottom line performance</li> </ul>



# Advanced negotiation skills

A deeper understanding of negotiation; identifying your style and how to adapt this to enable successful negotiations and deliver more profit.

Course delivered by two consultants with a senior buying background (directors and heads of buying). They are able to share their experience and insights to bring the course to life.

A course for up to 12 delegates

First Friday's two-day 'advanced negotiation skills' course takes the commercial and behavioural elements of supplier negotiations to a new level.

Experience in retail negotiation is an essential pre-requisite for the successful delivery of this course. Our senior consultants are able to share their valuable insights making the learning easier to apply, leading to improved performance and return.

## Target audience

Buyers and senior buyers who have experience of negotiating but wish to refresh, develop or enhance their skills to deal with more complex and challenging negotiation situations.

## Course objectives:

This course helps delegates to:

- Apply a practical six-step negotiation framework
- Explore the supply chain and how different costs can influence price and margin
- View the negotiation from a supplier perspective
- Adapt to different cultural environments
- Understand the balance of power in negotiation relationships and how to use power effectively
- Use 'cues and clues' to competitive advantage

"The course has helped me improve my planning and be more strategic which will help me get a better result from my next trip to China."

Senior Buyer

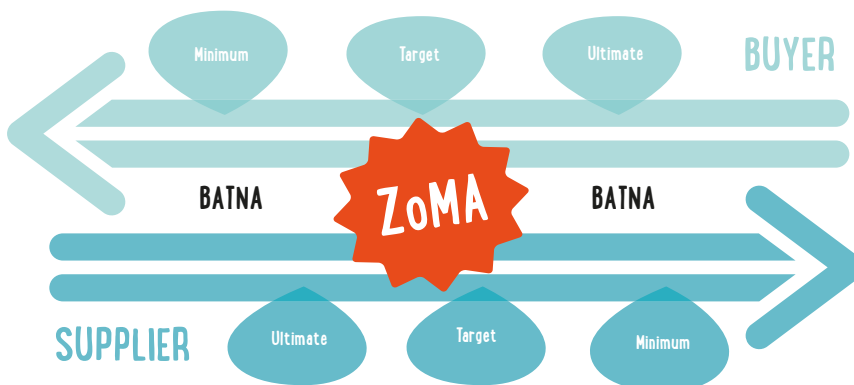
In this course, buyers will break down the process and the different cost elements of the supply chain or product in order to focus efforts where they will get the biggest impact and return. They will learn the value of open costings.

Too often the buyer thinks they have the power – we enable them to determine where the balance of power is and what this means for their negotiation style. We help buyers gain a new start point and a new perspective.

Success in negotiation requires the buyer to get into the head of their supplier, not just to impose their own needs. We examine the skill of exploring positions and then finding mutual ground, as well as building relationships and partnerships vs short term tactical deals.

Appreciating different cultures, respect, recognition and then using different techniques is essential – buyers cannot operate the same way everywhere.

Using a complex retail case study, delegates have the opportunity to apply their new skills, putting into practice what they have learnt. Feedback will be provided by the facilitators to each delegate enabling them to build an action plan for future negotiations—a chance to practise before going on their next buying trip.



## Course content structure

KEY SESSION CONTENT	PURPOSE OF SESSION	BENEFIT OF SESSION
<b>Introduction to negotiation</b>	<ul style="list-style-type: none"> <li>To explore negotiation in order to identify different types and styles, be clear on objectives and be able to describe the different outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Refresh/recap of any existing skills, set the scene and ensure everyone has the same platform on which to build</li> </ul>
<b>Introduce different types of negotiation and recap on the six-step framework</b>	<ul style="list-style-type: none"> <li>The importance of planning and preparation</li> <li>How to open a negotiation</li> <li>To explore positions with suppliers</li> <li>To identify ways people signal during negotiation</li> <li>To identify ways you can close a negotiation</li> <li>What you need to do to ensure you act on the negotiation and how you need to manage the supplier after the event</li> </ul>	<ul style="list-style-type: none"> <li>Delegates will understand the value of following a process</li> <li>Delegates will be able to effectively plan and prepare for the negotiation</li> </ul>
<b>Supplier classification and relationships</b>	<ul style="list-style-type: none"> <li>To understand how to classify our suppliers (tactical vs relationship) and how suppliers may classify you</li> <li>To help anticipate the suppliers needs rather than simply imposing yours</li> </ul>	<ul style="list-style-type: none"> <li>Delegates can adapt their approach and style accordingly</li> </ul>
<b>Understanding supply chain and associated costs</b>	<ul style="list-style-type: none"> <li>Deeper understanding of the end-to-end supply chain, increased knowledge of the costs which build to create the cost you pay and explore where you should focus your negotiating efforts for the maximum benefit</li> </ul>	<ul style="list-style-type: none"> <li>An enhanced understanding of the real components of cost throughout the supply chain enables a focus on minimising their impact on final price.</li> <li>Breaking down a cost price into its component parts results in a targeted negotiation strategy with a high likelihood of success and a reduction of risk</li> </ul>
<b>Dealing with cultural differences</b>	<ul style="list-style-type: none"> <li>Increase understanding of different cultural traits and the impact they can have on negotiation. Importance of respect and recognition of different cultural norms particularly when travelling to countries outside Western Europe</li> </ul>	<ul style="list-style-type: none"> <li>To understand how you should behave according to whom you are negotiating with</li> </ul>
<b>Balance of power</b>	<ul style="list-style-type: none"> <li>Define what is power, how power can be used to influence an outcome, what ways can you use power to achieve a more profitable outcome</li> <li>How do you establish who has the balance of power and what that means for the negotiation</li> </ul>	<ul style="list-style-type: none"> <li>To understand how you can use power to our advantage whilst avoiding the misuse of power</li> </ul>



# Negotiation coaching and support

Individual coaching and support designed to ensure that the complete negotiation experience is transferred on-the-job.

## 1:1 coaching sessions

Following the courses, the training is further supported by coaching sessions with an experienced buying professional.

Individuals will receive feedback on their negotiation skills; on areas of strength and areas for development. They will also have support in creating a business focussed action plan for use in a real negotiation situation.

One of our senior buying professionals fulfils the role of coach; they are a skilled negotiator in their own right and have a strong retail background.

"The excellent expertise and experience of my coach delivered real improvements in my day-to-day work and was a great help with my personal development"

Buyer

### Why offer coaching and support?

Every negotiation is different. We are all individuals and so are our suppliers so every situation has complex and varied elements which can complicate the outcome:

- Businesses often lay down broad but challenging negotiating targets and goals – we work through these with buyers 1:1 listening, questioning, challenging, supporting
- We can help with planning before the negotiation, attend the negotiation itself, review successes and next steps afterwards
- Individuals are challenged to think differently by someone who understands their job helping them prepare for buying trips or planning and practising prior to important negotiations
- Working with someone who understands, other than their line manager, will enable buyers to develop their skills and try out something new

### What type of coaching and support?

1:1 sessions review how individuals demonstrate and apply four key elements:

- Technical skills gained from the course and use of the tools and techniques of negotiation
- Strategic skills based on the considerations of the business needs, supplier needs and own needs
- Negotiation style, use of language/body language, ability to use different negotiating styles
- Personal skills based on the behaviour demonstrated - for example collaboration, empathy, decision making and building rapport

#### WIN!

Understand what works well, how to make a positive impact to get a positive result

#### LEARN

Know what to do differently, understand what you have learned

#### CHANGE

Identify what you would do differently, how you will change

To discuss this training further and to explore how First Friday may meet your businesses needs and the development requirements of your team, please contact us on:

Email [enquiries@firstfriday.biz](mailto:enquiries@firstfriday.biz) Phone 01494 867106