

APPLIED NEGOTIATION TECHNIQUES

Onsite — 2,5 days

Negotiation Leads to Success in Profit No businessman adheres to the principle of doing business for loss. Everyone wants to profit, then who loses? The losers are those who, through their own mistakes, do not master negotiation techniques. Negotiation is basically a give-and-take principle, giving as little as possible and receiving as much as possible. A master negotiator always knows when it's best to give and when to receive. A negotiator is always required to always know when to give and when to receive, also sensitive to see the situation and atmosphere when to pressure the interlocutor.

Negotiation techniques are not only used as a tool for cornering but also for self-defence when cornered. The negotiation technique does not teach articulate technique, more so that it is a technique rooted in role models: "Silence is GOLD, speech is SILVER, but knowing when to be quiet and when to speak is DIAMOND".

Negotiation is a unique activity, there are elements of science, art / tips and techniques. This program will show you how to cooperate rather than compete with other parties to get good results for both parties.

Learning Objectives

- Encourage participants to recognize, master, and develop profitable negotiation techniques
- Emphasize the importance of planning and preparing for negotiations, and show how to carry them out
- Train participants to conduct good and profitable negotiations

Learning Scope

Day 1

- Negotiation defined
- Self-Assessment: Conflict Style
- Negotiation scenarios: Win-Win, Win-Lose, Lose-Win, Lose-Lose
- Distributive vs. Integrative negotiation
- Distributive Negotiation
- Preparing with BATNA & ZOPA
- Bargaining power & Negotiation tactics

Day 2

- Integrative Negotiation
- Value Claiming vs Value creation
- Position vs Interest in negotiation
- Pains & Gains
- 3 Levels of integrative negotiation
- B2B Level partnership & negotiation pattern
- Red, blue and purple in negotiation
- Negotiation canvas
- Soft skills in Negotiation.

Day 3

- Role play

Learning Methods

Case studies, exercises, films, combined with recorded and played back role-plays will make you well-versed in the pressure of negotiation from both sides, so it will complement your strategy planning with the result without losing profits.

Participants

- Those who have to handle "sales negotiations" and "purchase negotiations"
- Managers who work in sales and purchasing
- Managers who are often involved in commercial negotiations
- For those who want to know more about negotiations
- Market and Competition Analysis for Pricing, Customer Value, and Strategic Pricing

Consultant



RUBY HERMANTO

Ruby has core expertise in Brand Management and Marketing Communication. He has experience in overseeing companywide strategy and execution of marketing communication, as well as Managing Research, Product Development, Budget Control and Business Planning. His current focus is Banking, Fast Moving Consumer Goods, and Telecommunication.



RUBEN SARAGIH

Ruben has expertise in leadership, performance management, and business processes. He is a founder of Indonesia Happiness Club. Ruben has 20 years of career experience in a variety of large companies ranging from services, retail, distribution, and manufacturing which in the last 5 years at the level of directors.



ALFRED ALBERT T.

Alfred has expertise in branding and strategic marketing. Alfred has exposure to several market-leading companies in the industry of Healthcare, Fast Moving Consumer Goods, and Media. His marketing expertise covers developing Strategic Planning, building Brand Equity, developing integrated Marketing programs, executing Marketing Research as well as developing people & organizations.

**Subject to availability*

Tuesday - Thursday

08:30 - 16:00 WIB

11 - 13 March 2025

3 - 5 June 2025

9 - 11 September 2025

4 - 6 November 2025

Investment

IDR 6.500.000,-

Subject to 11% VAT.

Early Bird:

- *Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement*
- *For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)*