

## VBA Negotiation Overview



# VBA Negotiation

## Every Professional Negotiates Something, Sometime, Somewhere

How often do you negotiate, and how important is it that you get it right? Whether you're selling, buying, or trying to make a case inside your own organisation, the chances are that there will always be room for some variation of terms, and a number of issues to be traded. But do you know how to think through what those variations and trades might be, and how to get them agreed in your favour? If you don't, could it be costing you or your organisation time, money or some other scarce resource?

Most people in business probably spend more time negotiating than they realise. Some of those negotiations are set-piece, scheduled, formal meetings. Others might happen unexpectedly.

Think about the site visit when, as you are about to leave, your client asks you to make some small upgrades. Or the supplier's phone call to tell you that delivery of your goods is subject to longer lead times from now on, without your ever having been consulted. Or the internal meeting where you and another department both need the only in-house Java programmer for different but urgent projects.

### We Help You to Address Issues Like These:

- "We sometimes get caught unaware by a conversation that turns into a negotiation we haven't prepared for"
- "A lot of the everyday business interactions we have with clients, suppliers or colleagues seem to leave us with the worse end of the deal"
- "Resolving contentious issues is never smooth, and tends to damage the relationship afterwards"
- "Even when we know we are facing a scheduled negotiation, we don't really know how to plan to get what we want"
- "Somehow, we always seem to be the less powerful one when we sit down to negotiate anything." Our negotiations aren't usually all that complex, but plenty can still go wrong"
- "When we get face to face with the other party, we don't really know what we should be saying, and how we should be saying it."

By delivering a highly practical immersion in the key skills and actions that will increase the likelihood of a successful and lasting outcome to your negotiations. This enables people to become familiar with the models for structured preparation and planning, then offers them ample live opportunities to hone their skill at managing power and developing strategies for bargaining. It also provides a set of tools that can quickly become the default method for thinking through negotiation strategies – even when called upon to negotiate at little or no notice.

### This will give you;

- a common language, skills and tools that can quickly come to pervade your organisation with clarity and precision
- the skills and confidence to conduct the negotiation and develop mutually agreeable outcomes
- the ability to differentiate negotiating, and other commercial activities with different skill sets such as selling
- an effective process for robust and reliable preparation and planning
- strategies and tactics for use when you come face to face in negotiation
- an understanding of how to assess and adjust the power balance
- insight into the behaviours that successful negotiators use most effectively.

### Programme Overview

The Huthwaite VBA Negotiation programme is for people whether they come from sales, procurement, or any other part of the modern organisation – who regularly negotiate about a relatively small range of issues (usually not more than half a dozen), who do so quite frequently and often deal with another party in the form of a one-to-one conversation. The topics of their negotiation are often fairly similar from one day to the next which means that they will have the autonomy or mandate to agree terms without referral back inside their organisation for additional complex scenario planning. (We offer another, different programme for those more complex negotiations.) The learning will give your people tools and skills to avoid concessions, reach swiftly agreed conclusions, sustain good relationships with customers and/or suppliers, and approach all the negotiations that they typically face with renewed confidence.



**We are experiencing more positive outcomes and at the same time seeing real improvements in our bottom-line. Huthwaite's flexible and tailored approach will continue to create value for both us and our customers into the future.**

ArcelorMittal



## Objectives

By the end of the programme the participants will;

- understand the differences and relationship between selling and negotiating
- prepare and plan in a structured way, using the VBA Success Model
- develop strategies and tactics to manage the movement of the negotiation to a desired outcome
- understand where power comes from in negotiations and develop bargaining strategies that will bring about the best outcome
- confidently use the behaviours in the VBA Success Model in face-to-face negotiations
- develop strategies for maintaining a positive climate and dealing with negative tactics
- create an Action Plan for continued development of the skills.

## Content

### Preparing for the negotiation

- Setting objectives and fallbacks
- Tradable issues and trade-offs
- Best, target and worst trading limits
- Calculating the other party's position.

### Planning the negotiation

- Evaluating strengths, weaknesses and power
- Creative, leveraged trades
- Using a structure based on the four stages of the negotiation to plan for each stage
- Common ground, long-term v. short-term.

### Negotiation skills

- The researched behaviour success model
- Comparison of own behaviours with those of the research model
- Handling the other party's tactics.

## Methodology and practical issues

The two-day classroom programme is preceded by about two hours of e-learning. Topics include: defining negotiation, negotiation in the Buying Cycle, objectives and fallbacks, power, bargaining, and an introduction to the case study.

In the classroom, participants do short exercises to practise the behaviours which Huthwaite has identified as key to effective negotiation and get short inputs from the trainer on key negotiation topics. Participants also prepare, plan, conduct and evaluate small group negotiations, during which they observe, analyse and give feedback on each other's negotiating behaviours, using the VBA Success Model.

With this cycle of input, practise, evaluation and feedback we promote the development of skills during and after the course.

The two-day classroom event is staffed by one Huthwaite trainer for up to twelve participants.

## Customisation options

We have numerous customisation options to maximise the return on investment by aligning the event to your participants' real-world. These include;

- buy-side, sell-side or mixed
- pre-programme consultation to assess gaps in processes, skills and confidence levels using the Huthwaite Negotiation Quick Test
- customised negotiation simulations
- coaching to help embed the training
- real deal workshops using a Huthwaite coach.



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