

## PD575 Comprehensive Negotiating Strategies: Engineers & Technical Professionals

### Day One

- Introduction
  - Review of Goals & Objectives
  - Mock Transaction (Tailored)
  - Debrief & review of key elements
  - Strategic Skill Assessment & Review
  - Skill Assessment
  - Mini BootCamp®
    - Mode Groups & Modes
      - Five Communication Styles
      - Four Types of Communicators
    - Conditional Modes
    - BootCamp® Exercise
  - Debrief & Conclude Mock Exercise
    - Group Exercise – Q &A and/or
    - Mock Transaction or
    - Mini BootCamp® Strategy/Logistics
- Competitive Intelligence
  - Characteristics
    - Tools from the 21<sup>st</sup> Century
    - How to use competitive intelligence
  - Analysis
- War Games (intro)
  - Being the opponent
    - Exercise (written)
    - Mock Transaction
    - Debrief or Mini-BootCamp®
- Identifying, Handling & Overcoming Objections
  - Strategy & Analysis of objections
  - Mini BootCamp®
  - Action Planning
- Summary
  - Debrief, analysis, and Day 2 introduction

## Day Two

- Introduction
  - Overview of Day 2
    - Q & A
    - Mock exercise or Mini BootCamp®
      - Debrief of key elements
- Closing Techniques
- ABCs of Negotiation
- AIDA (how to determine where you are)
  - Types of Closing Techniques
    - Seven most powerful Closing Techniques
    - Mini BootCamp®
- Survey of Tactics, Techniques & Theory
  - Influence versus Persuasion
  - Cognitive Dissidence
- Anatomy of Assumption(s)
  - Estimates
- Belief & Presumption in Negotiation
- The Mine Field
  - Style versus Substance
  - The Equity of Risk/Equality of Transparency
  - Small Degrees of Separation
  - The Use of Space and Time
  - Dealing with Deadlock
  - The Science of Silence
  - Mini BootCamp®
- Survey of Tactics, Techniques & Theory
  - The B W Tactics
  - The B R Tactics
  - How to Counter Any Tactic or Technique
  - How to Respond to Any Estimate or Proposal
  - Real World Application(s)
  - Q & A
- Mock Exercise/Negotiation or War Game(s)
  - Analysis of Exercise & Roles
  - Selection of Teams and Team Preparation
  - Phase I



- Phase II
  - Q & A & or Debrief
- CNS Six Tenets
  - What your counterparts don't know
    - Predict Responses
    - Test Assumptions
    - Influence Actions
    - Minimize Risks
    - Maximize Results
    - Increase Skills
- Mini BootCamp® Finals
- Mock Exercise/ Role Play
  - Survey
- Action Plan
  - Individualized "Take Away" plan for the integration of learned skills & concepts
- Debrief and Conclusion
- Awards & Recognition

***\*This is a sample Course Outline; some topics and curriculum may not be presented at every course as curriculum is specifically tailored for each location depending on the size, professional background, skill level, experience, interests, and preferences of participants.***