

Advanced Negotiation Mastery for Suppliers & Supply Chain Professionals (40 Hours)

Focus: Value creation, power dynamics, risk mitigation, long-term supplier partnerships, and complex negotiations

Target Audience

- Procurement & Strategic Sourcing Managers
- Supply Chain Heads & Operations Leaders
- Vendor Management & Contracting Teams
- Manufacturing / FMCG / Pharma / IT / Infrastructure Supply Chain Professionals
- Senior Individual Contributors & People Managers

Learning Outcomes

By the end of 40 hours, participants will be able to:

- Negotiate **beyond price**—total cost, risk, innovation & continuity
- Handle **power-imbalanced negotiations** with large buyers
- Defend margins under cost pressure
- Negotiate contracts, SLAs, penalties & escalation clauses
- Manage conflicts, deadlocks & multi-stakeholder negotiations
- Build **strategic supplier relationships** without losing leverage
- Apply advanced persuasion, anchoring, and concession strategies



PROGRAM STRUCTURE (40 HOURS)

MODULE 1: Strategic Foundations of Supplier Negotiation (6 Hours)



Step-By-Step Supplier Negotiation Process



1.1 Negotiation in Modern Supply Chains

- Evolution from transactional → strategic partnerships

- Supplier vs Buyer mindset differences
- Why most suppliers lose negotiations (and how to avoid it)

1.2 Negotiation Types in Supply Chain

- Spot buying vs long-term contracts
- Single-source vs multi-source negotiations
- Global vs local supplier negotiations

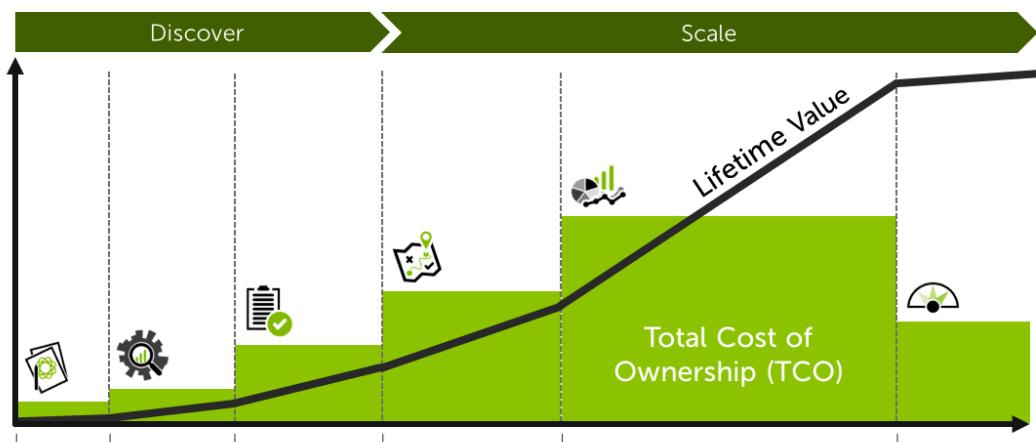
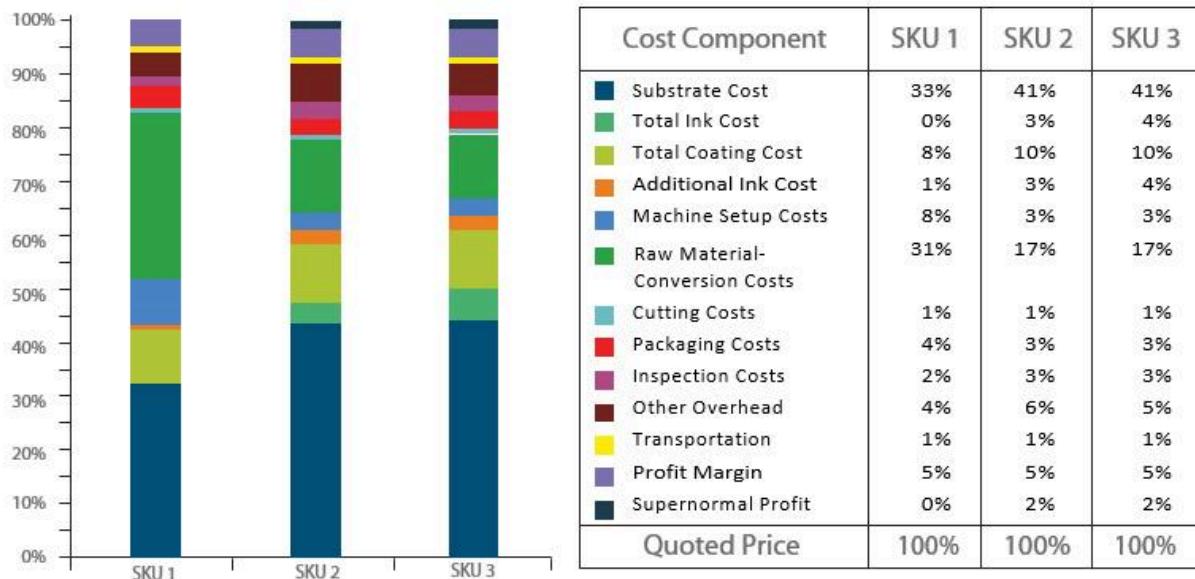
1.3 Supplier Power & Dependence Analysis

- Dependency mapping
- Volume, switching cost & risk leverage
- When suppliers actually hold hidden power



Supplier Power Mapping – participants analyze their real suppliers/customers

MODULE 2: Commercial Intelligence & Pre-Negotiation Mastery (6 Hours)





2.1 Cost & Value Intelligence

- Cost structure decoding (materials, labor, logistics, risk)
- Total Cost of Ownership (TCO) vs Unit Price
- Identifying negotiable vs non-negotiable cost elements

2.2 Advanced Preparation Frameworks

- BATNA, ZOPA, Walk-Away points (supplier version)
- Scenario planning for best / likely / worst case
- Preparing counter-demands strategically

2.3 Data-Driven Negotiation

- Using market benchmarks & indices
- Fact-based persuasion vs emotional selling

- Avoiding information asymmetry traps



Activity:

Build a **Negotiation Dossier** for a real supplier contract

MODULE 3: Advanced Negotiation Techniques for Suppliers (8 Hours)





Secrets for Effective Business Negotiation

(backed by research)

Business negotiation does not depend on chance. You can control the situation and the outcome of the discussion with your own weapon—psychology

Know your BATNAs.

(Best Alternative To Negotiated Agreement)
When an agreement can't be reached, have a back-up plan.

- Invent a list of actions one might take if no agreement is reached
- Convert some of the more promising ideas and transform them into tangible alternatives
- Select the alternative that sounds best

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The term **BATNA** was coined by William Ury in their 1981 bestseller *'Getting to Yes: Negotiating Without Giving In'*.



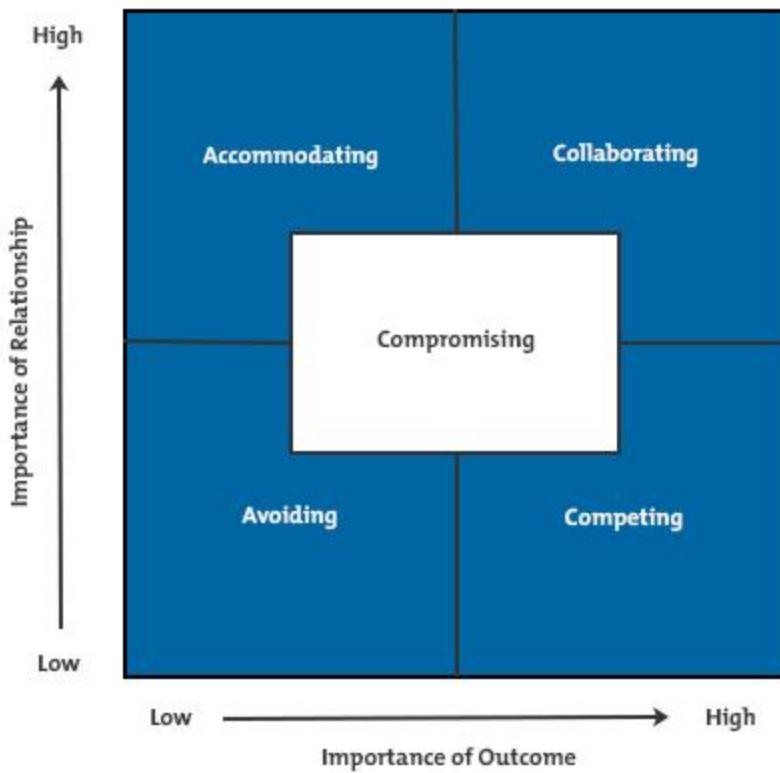
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Control the date and time of your business negotiation.

c



3.1 High-Impact Negotiation Techniques

- Anchoring & counter-anchoring
- Framing offers for maximum acceptance
- Issue-linking & value trade-offs

3.2 Concession Strategy (Critical Module)

- Why most suppliers concede too early
- Planned vs reactive concessions
- “If–Then” concession logic

3.3 Handling Hard Buyer Tactics

- Take-it-or-leave-it
- Artificial deadlines
- Competitive bidding pressure
- Silent treatment & intimidation

 **Role Play:**

Hard-nosed buyer vs strategic supplier (video-recorded feedback)

MODULE 4: Contract, SLA & Risk Negotiation (6 Hours)



SUPPLY CHAIN RISK MANAGEMENT PLAN



4.1 Contractual Negotiation from Supplier Lens

- Payment terms & cash flow impact
- Liability, indemnity & penalty clauses
- Exit clauses & renewal leverage

4.2 SLA & Performance Metrics

- Negotiating fair KPIs
- Avoiding one-sided penalty structures
- Incentive-linked SLAs

4.3 Risk Allocation Negotiation

- Supply disruptions

- Force majeure clauses
- Price escalation & currency risks

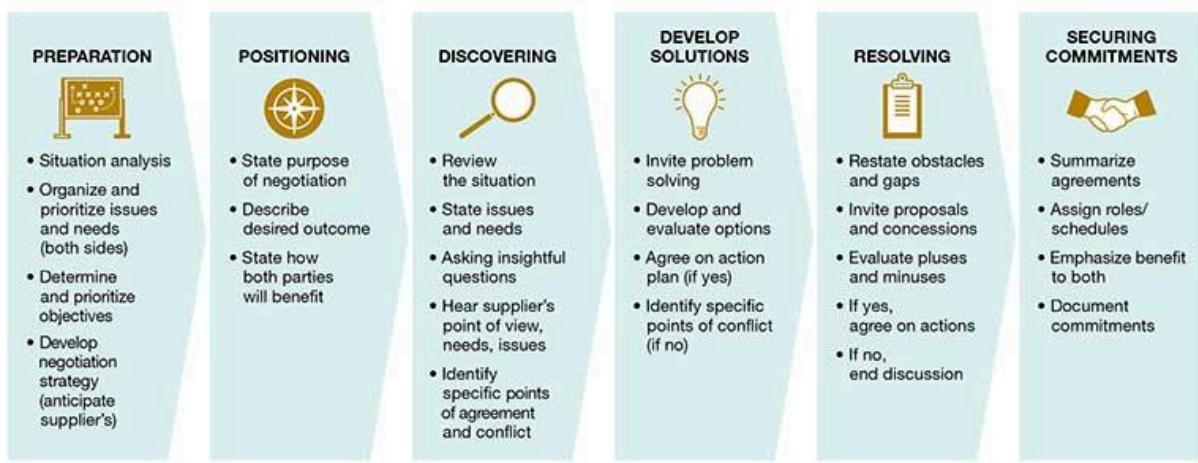


Activity:

Redline a **buyer-favoring contract** and rebalance it

MODULE 5: Multi-Stakeholder & Cross-Cultural Negotiations (6 Hours)





5.1 Internal Stakeholder Alignment

- Sales vs procurement vs operations conflicts
- Negotiating internally before external negotiations
- Presenting unified positions

5.2 Global & Cross-Cultural Negotiations

- US, Europe, Middle East & Asia negotiation styles
- Cultural traps suppliers fall into
- Managing virtual & hybrid negotiations

5.3 Escalations & Deadlock Resolution

- When and how to escalate
- Saving face while holding ground
- Deadlock-breaking strategies

Simulation:

Multi-country supplier negotiation with conflicting interests

MODULE 6: Relationship vs Leverage – The Balancing Act (5 Hours)





6.1 Strategic Supplier Relationships

- Partnership without dependency
- Innovation & collaboration as negotiation currency
- Managing long-term contracts smartly

6.2 Ethical & Sustainable Negotiation

- ESG pressures & supplier responsibility
- Ethical persuasion vs manipulation
- Reputation risks in negotiation

6.3 Renegotiation & Recovery

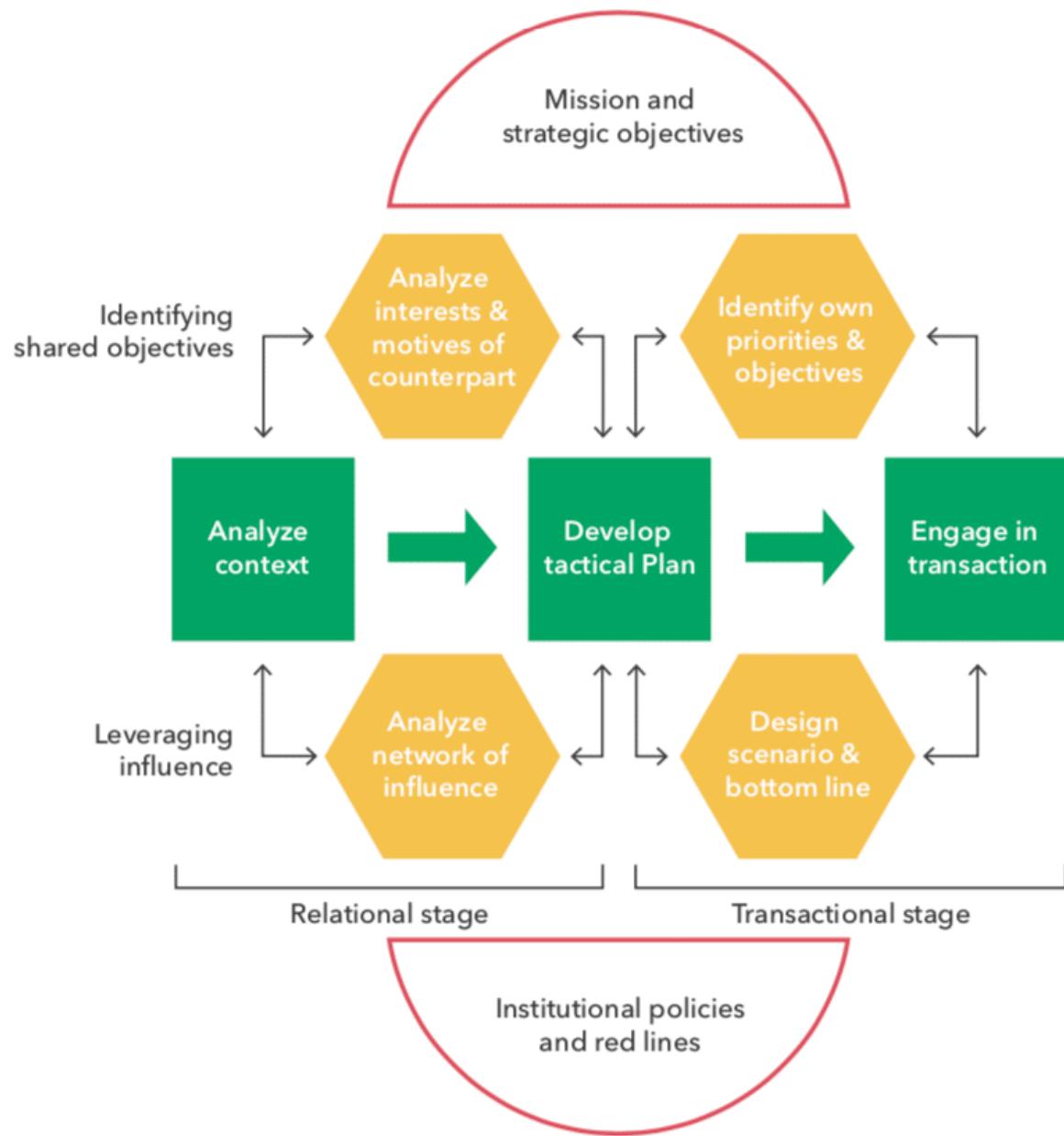
- Renegotiating bad contracts
- Post-conflict relationship repair
- Handling price revision conversations

 **Case Study:**

Supplier renegotiates after 15% cost surge

MODULE 7: Capstone Simulations & Mastery Lab (3 Hours)





10 Negotiation Skills You Need When Changing Careers

Based on FBI-tested negotiation tactics

1. Mirror their words.

- Repeat few important words they use
- Stay silent and let them expand
- People reveal constraints when they hear themselves reflected

2. Label the emotion.

- Say what you see before pushing your point
- "Sounds like the team is stretched thin right now"
- It lowers defensiveness fast

3. Lead with understanding.

- Acknowledge their reality out loud
- "I can see why this feels risky from your side"
- People stop fighting when they feel heard

4. Ask calibrated questions.

- Use "how" or "what" to keep the door open
- "How would this role need to evolve to be a win for you?"
- It invites problem solving instead of pushback



6. Separate title from value.

- Job titles are surface level
- Growth, scope, learning, and access are the real drivers
- Negotiate the future, not just the label.

8. Trade on purpose.

- If you give flexibility, ask for growth
- If you give speed, ask for clarity
- Never give without getting something back

9. Name the cost of delay.

- Point out what stalls if no decision is made
- Missed momentum, slower results, lost talent
- People move when the downside is visible

5. Slow the pace.

- Pause after you speak
- Let silence do the work
- Rushed talks create bad deals that linger

7. Anchor with context.

- Share market data, past results, or expanded scope
- Frame why your ask makes sense before stating it
- Context feels safer than demands

10. Negotiate with yourself.

- Are you avoiding the conversation to stay comfortable
- Or to avoid hearing no
- Your internal negotiation sets the ceiling



Follow Alec Rickard for more. **Repost** to help your network.



7.1 End-to-End Negotiation Simulation

- From preparation → negotiation → contract closure
- Real-time curveballs introduced

7.2 Feedback & Coaching

- Power language analysis
- Concession tracking
- Behavioral feedback

7.3 Personal Negotiation Playbook

- Individual negotiation style diagnosis
- Personal improvement roadmap