KOENIG SOLUTIONS · COURSE OUTLINE

Negotiation Skills: BATNA, ZOPA & Bargaining

Learn to prepare for and conduct negotiations using BATNA, WAP and ZOPA, from opening groundwork through bargaining to closing agreements.

6
MODULES

19
TOPICS

COURSE OVERVIEW

This course examines the fundamentals of negotiation, including negotiation styles and the difference between distributive and integrative approaches. It then works through the three phases of negotiation, starting with preparation tasks such as collecting information and establishing BATNA, WAP and ZOPA, followed by laying the groundwork and bargaining for mutual gain, and closing through reaching consensus and setting agreement terms. It also covers handling difficult issues such as controlling emotions, dealing with personal attacks and deciding when to walk away.

WHO THIS COURSE IS FOR

- **Negotiators**
- **Sales Professionals**
- **Procurement Professionals**
- **Business Development Managers**
- **Contract Managers**
- **Team Leaders**

LEARNING OBJECTIVES

- Explain the basics of negotiation and different negotiation styles
- Compare distributive and integrative negotiation approaches
- Identify your BATNA, WAP and ZOPA before negotiating
- Apply groundwork techniques to establish common ground
- Apply bargaining techniques such as asking “WHAT” questions
- Describe how to reach consensus and build an agreement
- Explain how to set the terms of an agreement
- Assess when to walk away from a negotiation

TRAINING APPROACH

The course will have a case study and certain Role Plays as Adult Learning Tools.

COURSE SYLLABUS

6 Modules, 19 Topics

01

Understanding Negotiation

TOPICS

Basics of Negotiations - What is Negotiation · Negotiation Styles · Distributive Vs. Integrative Negotiation

02

Three Phases of Negotiation

03

Phase 1 - Getting Prepared - Preparation

TOPICS

Collecting Information · Establishing Your BATNA · Identifying Your WAP · Identifying Your ZOPA

04

Phase 2 - Getting Into Negotiation

LAYING THE GROUNDWORK

Getting off on the Strong Foot · Establishing Common Ground · Creating a Negotiation Framework · The Negotiation Process

BARGAINING

About Mutual Gain · Asking 3 “WHAT” Questions

05

Phase 3 - Closing

TOPICS

Reaching Consensus · Building an Agreement · Setting the Terms of the Agreement

06

Dealing with Difficult Issues

TOPICS

Controlling Your Emotions · Dealing with Personal Attacks · Deciding When It’s Time to Walk Away

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

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