

MERCURI international Mercuri International Digital Learning Platform
PROFESSIONAL NEGOTIATIONS – LEARNING PATH

Mercuri International Digital Learning Platform Topics of the learning path – "PROFESSIONAL NEGOTIATIONS"

INTRODUCTION TO NEGOTIATION ~30 min.

PREPARE ~30 min.

DISCUSS ~30 min.

PROPOSE ~30 min.

BARGAIN ~30 min.

RECAP ~15 min.

GET YOUR
CERTIFICATION
~15 min.

Description

This is the place where you can learn how to improve your negotiation skills. At the end of the path, you will be able to:
Understand the structure

- of the negotiation process
- Analyze the negotiation stages
- Identify the key competences
- Increase your efficiency during a negotiation

As part of your learning experience, you will enhance your knowledge and skills, take part in polls and share ideas with the other learners.

Are you ready to start?

Description

In this step, you will discover what are the most relevant components for the Prepare phase, with the aim of making you confident and aware of areas you can afford to concede.

In particular, you will be able to:

- Apply the Five principles of The Harvard Negotiation Concept
- Analyze the variable components in terms of costs and value
- Determine your needs and wants, to define a strategy and get a sense of where your deal might end Identify how compatible your customer's and your company's interests are.

Description

In this step, you will discover what the Discuss phase of a negotiation involves, with a focus on:

- The key information for the negotiation
- How to build the right relations
- Understanding the value of the negotiation elements
- Clarifying positions and interests

Description

In this step you will test your understanding of what has been discussed with your customer, and discover:

- How to get to the ZOPA (Zone Of Possible Agreement)
- The "If... then" technique
- How to understand your customer's signals
- Evaluating the balance of power

Description

In this final step of the negotiation process, you will discover how to reach a final agreement based on good preparation, discussion and understanding of each other's situation, with a focus on:

- Tactics you can use to deal with your customers
- Ploys that customers use

Description

Let's recap the relevant topics covered in this path.

Description

When the point threshold will be reached, your certificate will be available in the ACTIVITY tab.

Mercuri International Digital Learning Platform Tools of the learning path – "PROFESSIONAL NEGOTIATIONS"

INTRODUCTION TO NEGOTIATION ~30 min.

PREPARE ~30 min. **DISCUSS** ~30 min. **PROPOSE BARGAIN** ~30 min. ~30 min.

RECAP ~15 min.

Learning resource

path.

topics covered in this

GET YOUR CERTIFICATION ~15 min.

Editorial

Welcome to How to Become a Better Negotiator course!



Video

2. Explore the path



Negotiation style test



Assess yourself



What do you think? Compare to others.



How to Become a Better Negotiator -Introduction



7. How to Become a Better Negotiator test yourself!

Document to download

8. Key points

Editorial

1. How to prepare for a negotiation?



Video

2. Introduction to the Prepare phase



3. What does the Prepare phase involve?



4. Time to check your knowledge



5. What do you think? Compare to others.



6. Key points



7. Preparation guide

Editorial

1. Intro to Discuss



2. Discuss – The fundamentals



3. Discuss - Positions and Interests



4. Time to check your knowledge



What do you think? Compare to others.

Document to download

6. Key points



knowledge



Quiz



7. What do you think?

Document to download

8. Key points

Editorial

1. Intro to Bargain



Video

2. Bargain - Introduction



3. Propose - Order the Variables

2. Propose - Introduction



Video

Video

Editorial

Video

1. Intro to Propose

4. Propose - Signals



<u>Video</u>

5. Propose - The power balance



6. Time to check your





Compare to others.



Video

3. Bargain - Tactics



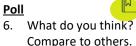
Video

4. Bargain - Ploys

Quiz

5. Time to check your knowledge

Poll



Document to download

7. Key points

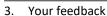


1. Assess your progress

Editorial

2. Get vour certification!

End-of-course survey





GROW YOUR PEOPLE, GROW YOUR BUSINESS

Investment:

- 1 participant = 1 license;
- 1 license duration 3 months;
- 1 license can include 1 3 topics;
- 1 license 200 Eur. + VAT.

Topic menu:

- 1. Effective Leadership
- 2. Professional negotiations
- 3. Remote selling
- 4. Essential Selling Skills
- 5. Effective Presentation Skills
- YOUR personal learning path. Create your own learning path from more than 5000 learning recourses: videos, evaluations, download materials, pols and etc.

AWARDS



TRAINING INDUSTRY TOP 20

Mercuri International has been listed as one of the TOP 20 Sales Training Companies by Training Industry.



SELLING POWER TOP 20

Mercuri International has been listed as one of the TOP 20 Online Sales Training Companies by Selling Power.



BRITISH EXCELLENCE IN SALES & MARKETING AWARDS (BESMA)

In 2017, Mercuri International is proud to be the winner of the Sales Development Programme of the Year award.



