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Mercuri International Digital Learning Platform

PROFESSIONAL NEGOTIATIONS – LEARNING PATH











































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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 <ul style="list-style-type: none">Analyze the negotiation stagesIdentify the key competencesIncrease 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: <ul style="list-style-type: none">Apply the Five principles of The Harvard Negotiation ConceptAnalyze the variable components in terms of costs and valueDetermine 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: <ul style="list-style-type: none">The key information for the negotiationHow to build the right relationsUnderstanding the value of the negotiation elementsClarifying positions and interests	Description In this step you will test your understanding of what has been discussed with your customer, and discover: <ul style="list-style-type: none">How to get to the ZOPA (Zone Of Possible Agreement)The “If... then” techniqueHow to understand your customer's signalsEvaluating 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: <ul style="list-style-type: none">Tactics you can use to deal with your customersPloys 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.

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Tools 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.
Editorial  1. Welcome to How to Become a Better Negotiator course!	Editorial  1. How to prepare for a negotiation?	Editorial  1. Intro to Discuss	Editorial  1. Intro to Propose	Editorial  1. Intro to Bargain	Learning resource  Let's recap the relevant topics covered in this path.	Certification quiz  1. Assess your progress
Video  2. Explore the path	Video  2. Introduction to the Prepare phase	Video  2. Discuss – The fundamentals	Video  2. Propose - Introduction	Video  2. Bargain - Introduction		Editorial  2. Get your certification!
Test  3. Negotiation style test	Video  3. What does the Prepare phase involve?	Video  3. Discuss - Positions and Interests	Video  3. Propose - Order the Variables	Video  3. Bargain - Tactics		End-of-course survey  3. Your feedback
Quiz  4. Assess yourself	Quiz  4. Time to check your knowledge	Quiz  4. Time to check your knowledge	Video  4. Propose - Signals	Video  4. Bargain - Ploys		
Poll  5. What do you think? Compare to others.	Poll  5. What do you think? Compare to others.	Poll  5. What do you think? Compare to others.	Video  5. Propose - The power balance	Quiz  5. Time to check your knowledge		
Video  6. How to Become a Better Negotiator - Introduction	Document to download  6. Key points	Document to download  6. Key points	Quiz  6. Time to check your knowledge	Poll  6. What do you think? Compare to others.		
Quiz  7. How to Become a Better Negotiator - test yourself!	Document to download  7. Preparation guide		Poll  7. What do you think? Compare to others.	Document to download  7. Key points		
Document to download  8. Key points			Document to download  8. Key points			



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*
6. *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.

A man in a dark suit and dark shoes is running on a concrete walkway. The walkway has a series of low concrete walls or steps. In the background, there is a building with large glass windows and a bright, hazy sky. The overall scene is dynamic and suggests a sense of urgency or movement.

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