

C-TO-BE

THE COACHING COMPANY



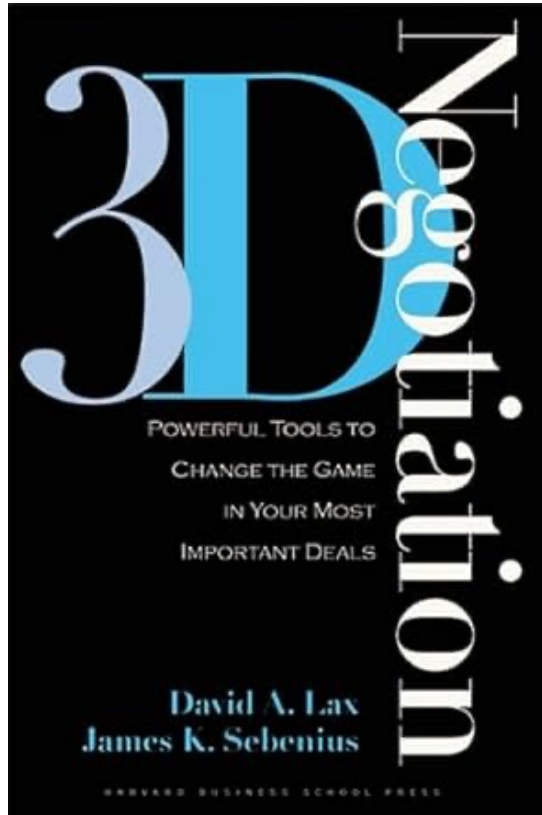
We Act in 3 Dimensions

NEGOTIATION MANAGEMENT

AGENDA

- How do we Proceed in a 3-D Negotiation Consultation?
- 1st Dimension: Staking out the Playing Field
- 2nd Dimension: The Professional Preparation
- 3rd Dimension: Increasing Bargaining Power Through Preliminary Negotiations

HOW DOES C-TO-BE PROCEED IN A 3-D NEGOTIATION CONSULTATION?



The term 3-D negotiation was coined by David A. Lax and James K. Sebenius of Harvard Business School. It describes a comprehensive approach to negotiations that goes far beyond mere communication at the negotiation table.

In negotiation consulting, we focus on all three dimensions:

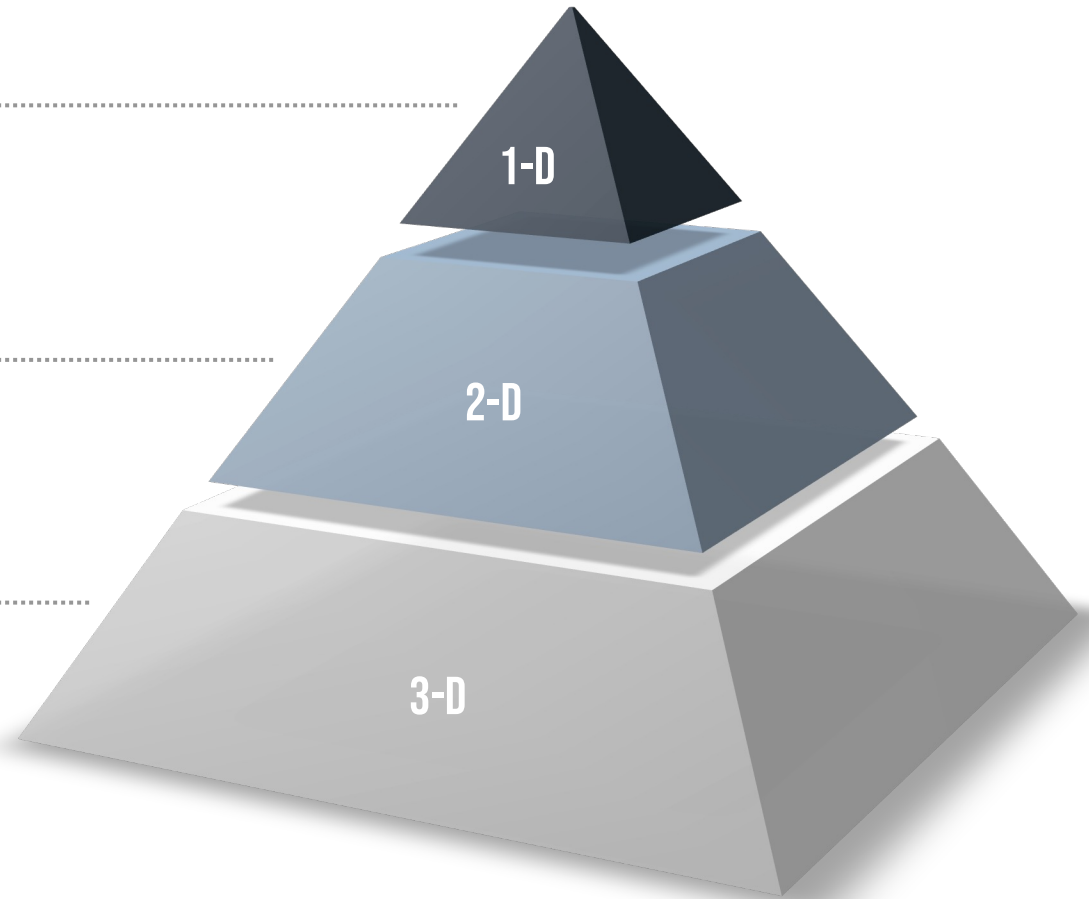
- 1st Dimension: Staking out the Playing Field
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HOW DOES C-TO-BE PROCEED IN A 3-D NEGOTIATION CONSULTATION?

1ST DIMENSION: WE STAKE OUT THE PLAYING FIELD WITH YOU

2ND DIMENSION: WE PREPARE THE NEGOTIATION WITH YOU
AND YOUR TEAM

3RD DIMENSION: YOU CONDUCT PRELIMINARY NEGOTIATIONS TO
INCREASE YOUR BARGAINING POWER



According to David A. Lax and James K. Sebenius (Harvard Business School)

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1ST DIMENSION: STAKING OUT THE PLAYING FIELD

HOW DOES THE TEAM ACT?



BOOSTING YOUR PRESENCE:
Confident, persuasive, and goal-oriented



COMMUNICATION:
Clear, precise, and strategic



NEGOTIATION PLAYBOOK



WHEN AND HOW WILL YOU MAKE CONCESSIONS?

HOW DO YOU ENSURE AN OUTCOME ACCEPTABLE TO BOTH PARTIES?



BODY LANGUAGE:
Use authentically and effectively



NEGOTIATION TACTICS:
Flexible and adaptable to the situation

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2ND DIMENSION: THE PROFESSIONAL PREPARATION



PREPARATION

Goal Definition: What do you want to achieve?

Argumentation: What are the key arguments supporting your position?

Concessions and Alternatives: Where are you willing to negotiate? And what is non-negotiable?

Handling Escalations: How do you stay in control?



ANALYSIS OF THE OTHER PARTY

Who is sitting across from you?

What hierarchies and decision-making powers do exist?

What interests and strategies are likely?

Are there cultural differences to consider?

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3RD DIMENSION: INCREASING BARGAINING POWER THROUGH PRELIMINARY NEGOTIATIONS

FORMING COALITIONS

Who can support you?

FORGING ALLIANCES

Which partners strengthen your position?


IMPROVING YOUR BATNA

Your best alternative strengthens your negotiating power

INVOLVING HIGHER HIERARCHIES

Support at the top level increases your chances





Together with you, C-TO-BE sheds light on all three dimensions of negotiation. So, you are ideally prepared.

Jutta Portner

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