

## Negotiation Workshop for Merchandisers : Ensuring the best deal every time 推銷談判策略工作坊

**MEDIUM :** English / Cantonese / Putonghua **COURSE CODE :** NSW-M

**M**erchandisers often need to negotiate with suppliers in order to get the best terms for the buyers they represent. At times they may also need to negotiate with buyers to facilitate a deal. Well-conducted negotiations can create the best value for all parties concerned. Nevertheless, people often fail to negotiate properly because of lack of confidence, preparation, or effective negotiation skills.

**The purpose of this course is to provide the knowledge, skills and techniques for merchandisers.** The course will examine an effective strategy in price negotiation, as well as the process and techniques involved in persuasive communication.

**Audience** Merchandising professionals

**Methodology** *Discussions, mini-lecture, games, simulated exercises, case studies, role play*

### What participants will learn

At the completion of the course, participants will be able to:

1. Select a proper negotiation strategy
2. Prepare for a negotiation
3. Present an offer
4. Respond to objections

### Course Outline

#### 1. Understanding Negotiation

The course will begin with a *game and discussion* that illustrates the following concepts:

- Why negotiation is never just about price
- The negotiable zone
- The negotiation cycle
- Some tips from master negotiators

#### 2. Preparing for a negotiation

Through a *case study, discussions and exercises*, participants will learn:

- Finding out your client's needs and wants
- Put yourself into the client's shoes and think like them
- Understanding your value drivers
- Preparing what to share and what not to share
- Identifying your best and walkaway positions
- Preparing your Gold, Silver and Bronze offers
- Preparing to answer those questions that are bound to be asked

#### 3. Interacting with your client

Through a *simulated exercise, discussions and role-plays*, participants will learn:

- Presenting yourself as an ally instead of an opponent
- Building up your confidence level
- Presenting your offer with confidence
- The STAR approach to respond to an objection or counter-offer
- Exploring alternatives with your client
- Reaching an agreement

#### 4. Simulated exercise with feedback