

Negotiation Masterclass: Improving the Probability of Success



EBD 
ACADEMY

TRAINER

SEAN SIDNEY, DIRECTOR, SEAN SIDNEY MANAGEMENT DEVELOPMENT

Sean Sidney has a strong procurement and negotiation background, with senior global roles in complex multi-national environments.

Sean is now an internationally renowned negotiation trainer, consultant and key-note speaker with over ten years' experience. He has supported many of the world's leading companies, from a wide variety of business sectors. He runs both public programs & in-company courses internationally, with extensive experience of working in continental Europe, Asia and the Americas.



Sean creates a fun interactive environment, where the training room comes to life with discussions, activities, role-plays and coaching. As people learn from doing and from making mistakes, Sean ensures the participants leave the course practised and confident, able to convert their new skills into business gains.

AGENDA

8:30AM - 9:00AM: REGISTRATION

9:00AM - 9:45AM: WHY DOES THE PHARMA/BIOTECH INDUSTRY NEED BETTER NEGOTIATORS?

Many Pharmaceutical and Biotech professionals are seeing major changes in the industry. In particular, there is a growing importance on pharmaceutical/biotech negotiations in key commercial, financial and operational functions. These include venture funding, licensing deals, M&A, dealing with vendors (CROs /CMOs etc.) and managing suppliers.

This opening session explores and explains:

- The need for enhanced negotiating skills
- The challenges facing Pharma industry negotiators

9:45AM - 10:30AM: ARE WE CONVERTING KNOWLEDGE INTO POWER?

We all know knowledge is power and it is never truer than during a negotiation. But what knowledge have we access to and how can we best convert it into power? This session introduces and shows how to harness the following:

- Focus on objectives and develop alternatives
- BATNA, walk-away, ZOPA and LIM
- Information; seeking and disclosing

AGENDA

10:30AM - 11:30AM: PRACTICAL EXERCISE - PRACTICING GOOD PRACTICES

You will apply the negotiation fundamentals from the last session to prepare for and then negotiate a case study. This will be followed by individual and group feedback to identify and rectify common mistakes.

11:30AM - 12:30PM: IS IT POSSIBLE TO READ THE OTHER PARTY'S MIND?

If you are able to know what the other party needs, then you are in a powerful position. But how do you do this?

This session explores various methods of uncovering their needs:

- Questioning and listening techniques
- Reading body language
- Reading concession language

12:30PM - 1:30PM: LUNCH / NETWORKING

AGENDA

1:30PM - 3:00PM: STRATEGY; IS IT A WIN-WIN OR WIN-LOSE GAME?

Strategy is key to success in negotiation. In binary terms, do we follow Win-Win or Win-Lose? Both focus on the first Win, which is our win. This session explores how to select, and then execute, the right strategy:

- Finding and structuring the value
- Managing the emotional environment
- Applying Harvard principles

3:00PM - 4:45PM: PRACTICAL EXERCISE - PRACTICING GOOD PRACTICES

Using a complex business negotiation case study, you will have the opportunity to further practice and embed preparation and negotiation techniques. This will be followed by individual and group feedback.

4:45PM - 5:00PM: UNANSWERED QUESTIONS FROM THE DAY

Pose any questions you have about the course content or any pre-planned questions you had to our course trainer, Sean Sidney.

AGENDA

9:00 - 9:30AM: SUMMARY OF KEY MESSAGES FROM DAY ONE

9:30AM - 11:00AM: HOW TO WIN THE WIN-WIN?

Whilst building a Win-Win solution can add lasting value to the relationship, the approach can also leave you vulnerable. There is no obligation on you, and therefore none on the other party, to reach an agreement where the benefits of the relationship are shared 50/50. The party with the most power will be in a position to take a larger share of the pie. In this session we will:

- Understand how to gain and use more power
- With more power you must also learn how to avoid negatively impacting the collaborative Win-Win approach

11:00AM - 11:30AM: HOW TO BLUFF WITH CONFIDENCE AND HOW TO CALL THE BLUFF

It is often said, you never know what you can get in a negotiation until you walk away. At that point, the other party will try to persuade you to stay by making concessions, but only if they believe your threatened walk away is genuine. In this session we explore:

- How to deliver the threat
- What happens when your bluff is called?
- How to know when they're bluffing

AGENDA

11:30AM - 12:00PM: MASTER TEAM NEGOTIATIONS

It is often unsurprisingly difficult to control the other party in a negotiation, but surprisingly difficult to control your own colleagues. This session explores typical teamwork problems and approaches which have been found to be successful in creating a harmonious and powerful negotiating team. Particularly, it covers:

- Recognizing a disciplined team as well as an undisciplined team
- Giving colleagues “process” roles as well as “functional” roles
- How to prevent your own colleagues from undermining you

12:30PM - 1:30PM: LUNCH / NETWORKING

AGENDA

1:30PM - 2:00PM: PREPARATION AND PLANNING

This session looks in depth at two aspects of planning and preparation. You will be introduced to a negotiation-planning tool provided as part of the course. The second aspect covered in the session is the behaviour of successful negotiators when planning for a major negotiation. The session therefore covers:

- The difference between planning and preparation, and why both are important
- The Negotiation Planning Template and how to use it
- The performance of successful negotiators during the planning and preparation phase

2:00PM - 4:15PM: PRACTICAL EXERCISE - PRACTICING GOOD PRACTICES

Using a complex pharma/biotech negotiation case study you will embed the learned negotiation techniques. This will be followed by individual and group feedback.

4:15PM - 5:00PM: END OF AGENDA WORKSHOP TO DEAL WITH PARTICIPANT ISSUES

Discuss with other delegates and the course trainer any queries you have around the course content or how to apply these techniques in your upcoming meetings.

Negotiation Masterclass: Improving The Probability of Success: Become a strong and successful negotiator during complex and high value negotiations.

Pharmaceutical/biotech specific group exercises, case studies and examples are used throughout the course to embed your knowledge of the course material.

If you are part of a group booking please contact

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