

**Course Name: Strategic Negotiation for Project Managers**

Area of Study	Classroom Hours:	Tuition per Student
Project Management <b>Fundamentals</b>	7	\$325

**Description:**

Corporate negotiation is a process like all other business strategies. In today’s challenging and ever-changing business environment, it is imperative to understand negotiations from the perspective of both parties. In this course, we will use a research-based approach to negotiation that assists project management professionals in reaching their own business goals, while ensuring that their customers meet budget and professional objectives as well-going beyond win-win to achieve true, measurable business value for all parties at the negotiating table.

Students will use a strategic, four-step negotiation process to understand how to attain quantifiable value in their dealings:

1. Estimating the negotiation. What are the actual issues in the negotiation? Determine the effects, both positive and negative, of a lost deal.
2. Validating the estimation. A fact-finding exercise to confirm the accuracy of previously made assessments.
3. Creating value. Structure a series of deals creating measurable value for parties on both sides of the negotiation.
4. Dividing value. A presentation of “multiple equal offers” is made, providing more value and choices than they anticipated.

- The Basics
  - Why a Process?
  - The Strategic Negotiation Process
  - Establishing a Negotiation Goal
- The Process
  - The Consequences of No Agreement Estimation
  - The Wish List Estimation
  - Validating the Estimations
  - Gathering Data
  - Conducting the Validation Meeting
  - Developing Multiple Equal Offers
  - The Multiple Equal Offers Presentation
- Applying the Process
  - Putting It All Together – Negotiations Practice
  - Using the BluePrint Process in Small AdHoc Negotiations
  - Using the BluePrint Process in Large and Complex Negotiations
  - Developing an Organization-Wide Negotiation Strategy

**Students enrolled for this course should have the following:**

- Project Management Fundamentals
- Project Management practical experience

**Upon successful completion of this course, students will be able to:**

- Define the Consequences of Non-Agreement for both parties
- Develop a Wish List of Negotiables
- Conduct a Validation Meeting
- Configure and present Multiple Equal Offers
- Explain the Strategic Negotiations process to others

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