

IN COMPANY
for teams of
10 or more we can
tailor a program
for you

MUTUAL GAIN NEGOTIATION IN FMCG

Negotiations don't have to be zero sum. Get better deals through win/win value creation.

Workshop Duration

2 Days

Delivery Mode

In-House; or
Open Enrolment

Price

Enquire for In-House
\$3,760pp + GST for
Open Courses

IFGM has partnered with Scotwork, the world leader in mutual gain negotiation skill development and advisory services, to bring this tailored workshop to the retail/FMCG sector. Embracing mutual gain negotiating prioritises sustainable value creation, diverging from the antiquated win-lose mindset that ultimately erodes value and negatively impacts all parties in the long run.

Over two intensive days, participants will experience Scotwork's renowned case-based learning in small teams, negotiating typical FMCG supply chain and merchandise commercial scenarios. Cases are recorded and replayed with coaching input from the Scotwork consultants, highlighting skill and process learning issues; particularly opportunities to create value throughout the negotiation.

8 Step Approach:

The Scotwork approach is rooted in the rigorous analysis of over 100,000 hours of real-world negotiations. By identifying common behaviours across so many diverse observations Scotwork distilled the deal-making process into a simple, universal 8-step model. This empowers you with a clear understanding of how any negotiation can be successfully managed and resolved.

This Program is for:

Retailers, suppliers and producers in all food and grocery segments and other FMCG categories. The workshop is appropriate for anyone who has authority to negotiate or vary the terms of any arrangement; any detail on price, timing, priority, specification or employment.

WORKSHOP OVERVIEW

“It’s possible to get good deals and at the same time improve relationships through the application of best practice mutual gain negotiation process and skills; being collaborative is not the same as being soft.”

Learning Model:

Negotiation is a live, interactive process. To reflect this, the Scotwork learning model focuses on turning theory into iterative good practice, actively involving participants. Over 80% of course-time is allocated to immersive, interactive, practical exercises.

Content:

By the end of the workshop attendees will be able to:

- Understand the CORE CONCEPTS of negotiation
 - Understand the NEGOTIATING PROCESS and how to READ and CONTROL it
 - Understand and practise the SKILLS & TECHNIQUES associated with the key phases of the NEGOTIATION PROCESS
 - Use a COMMON negotiating LANGUAGE & PREPARATION process
 - Improve the quality of the INFORMATION EXCHANGE
 - Structure the OPENING EXCHANGES of a negotiation
 - QUESTION & LISTEN effectively to UNDERSTAND the other party
 - Trade and BARGAIN, how to put a price on demands
 - Develop TRADING VARIABLES and use TIME effectively
 - Use and respond to NEGOTIATING TACTICS
 - Use ADJOURNMENTS
 - Understand and use the skills of the different roles of the NEGOTIATOR
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Expert Coaches:

Each workshop will be led by specialists with deep expertise and background in the sector. Scotwork consultants apply their in-depth knowledge and strong interpersonal skills to turn complex ideas into simple, easy-recall techniques. They use story-telling and practical exercises to pass on powerful insights and embed easily repeatable deal-making skillsets.

Contact:

For more information about the program or any general information about Streamwise Learning please contact:

Anita Pike - Program Manager
Streamwise Learning
+61 2 8324 1343 or +61 411 238 883
apike@streamwise.com.au