

MODUL 1 Negotiation in Purchasing

Basic principles, methods and strategies for conducting negotiations

- I. Basics and major weak points in negotiations**
- II. The methodical preparation**
- III. The systematic preparation**
- IV. The mental preparation**
- V. Selected negotiation tactics with role plays and video-analysis**
 - Negotiation by phone
 - The skilful and hidden hints
 - The situational tactics
 - The tactics based on facts
 - How to deal with a monopoly supplier
 - How to recognize verbal and nonverbal signals
 - The Harvard-method
 - The power of body language
 - The single types of personalities
 - Communication skills
 - Pricing psychology
 - Intercultural competence
 - The psychological tactics
 - The different Good Guy-/Bad Guy-methods
 - The tactical tactics
 - The tactics and closing tactics of the sellers
 - Team-negotiations
- VI. The control of the result**