**知采购谈判必备：知己知彼的心理战**

**Negotiating Skills for Buyers (Level 1)**

**Duration: 2 Days**

**Price: 5280 Yuan**

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| **Feb** | **Jun** | **Aug** | **Oct** | **Nov** | **Dec** |
| 21-22(SH) | 9-10(SH)13-14(BJ) | 8-9(CD)22-23(SH) | 24-25(SH) | 7-8(CD) | 15-16(SH)20-21(BJ) |

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| **在线学习（推荐理由：研究证实，持续性的回顾可强化记忆和吸收。）** |
| M117：采购中的冲突 |
| M119：采购谈判：分析情况M072：理解销售员的意思 |

**课程意义：**

因为有异议所以需要沟通、商量、讨论直至达成一致，这就是谈判，一种在特定环境下的因势而异、因境而异和因人而异的沟通。

谈判中无论强势方还是弱势方都希望结果对自己一方有利，这是人性之所在，所以谈判过程充满着不确定性，信息瞬间改变力量和扭转谈判的局势、存在的制约使得谈判力量毫无用武之地、一手好牌得到了一个令人失望的结果，而拿着一手坏牌的竟然赢得了谈判……结果源自于是否有一个高质量的谈判准备和谈判者掌控谈判过程的能力。

了解双方的优势、劣势和制约，利用好对自己有利的因素，去除对自己不利的制约因素，寻找策略杠杆提升谈判力量，制定有效的谈判策略和因势而异、因境而异和因人而异的谈判技巧来提升谈判过程的掌控力。

本课程旨在帮助谈判者掌握谈判准备和掌控谈判过程的基本知识和技能。

**参加对象：**

\* 采购及采购辅助人员

\* 参与采购谈判的技术人员、供应部门人员及部门的主管经理

**内容大纲：**

**1. 影响谈判结果的要素**

\* 报价分析对价格谈判的重要性

\* 影响谈判结果三要素及相互影响

\* 发掘和使用影响谈判结果的个人力量

**2. 谈判准备7步骤的要点和方法（案例）**

\* 分析双方的优势、劣势、限制和制约

\* 谈判难度 vs. 谈判力量

\* 转势和提升谈判力量

\* 构建强势论据、制定交换让步方案和设计BATNA

\* 制定掌控谈判过程的战略和战术

\* 制定谈判计划

**3. 掌控谈判过程的5C步骤**

\* 各步骤的主要目标和策略

\* 谈判过程掌控的技巧

**4. 角色演练**

\* 第2部分完成的谈判准备案例进行演练

\* 采购在谈判中常犯的错误

**5. 特殊场景的谈判方法和策略**

\* 与强势/唯一供应商谈判

\* 谈判目标不合理

\* 买方对供应商没有吸引力

\* 遭遇不按常规出牌的谈判对象

\* 销售常用的谈判策略和技巧

**Program Outline：**

**1. Key Elements Affect the Outcome of Negotiations**

\* The importance of quotation analysis to price negotiation

\* Three core elements that impact the outcome of negotiations

\* Explore personal forces that affect the outcome of negotiations

**2. Objectives and Methods of 7 Steps Negotiation Preparation Process (With a Case)**

\* Analyze the strengths, weaknesses, limitations and constraints of both parties

\* Hardship of negotiation vs. strength of negotiation power

\* Turn the tables and increase the negotiating power

\* Construct strong negotiation arguments, develop exchange, concessions solutions and design BATNA

\* Develop strategies and tactics to control the negotiation process

\* Develop a negotiation plan

**3. 5C Steps to Mastering Negotiation Process**

\* Main objectives and strategies for each step

\* Skills to master the negotiation process

**4. Role Play**

\* Apply the case which completed in part 2 for role play

\* Common mistakes made in purchase negotiation

**5. Negotiation Methods and Strategies for Special Scenarios**

\* Negotiate with dominate/sole supplier

\* Unreasonable negotiation objectives

\* The business is not attractive to the supplier

\* Encounter the person that does not play card according to convention

\* Common sales negotiation strategies and tactics