

NEGOTIATION SUPPORT FROM NEWDAWN

“A clear process, between two or more parties, in order to achieve the most favourable, mutually acceptable solution possible, where both parties are initially in conflicting positions”

It is how we resolve our differences!



THE NEWDAWN APPROACH

To help *negotiators* see *alternative perspectives* through *innovative analysis* to provide confidence and belief that enables the delivery of truly *exceptional results* by using highly effective negotiation *practices and behaviours*

Our client’s business needs are at the core of the negotiating strategy and drive profit and value growth whilst developing effective relationships through a broad understanding of buyer and seller positioning and power.



Our approach is built around **four key pillars**.

We have a clear end to end **process** for planning and developing the strategy for complex negotiations.

Behaviours are key to success and we analyse these to ensure the appropriate relationship

and persuasion styles are employed.

Finally, we help managers to develop cross-functional and **leadership** solutions and maintain a **winning spirit and positive attitude** throughout difficult negotiations. NewDawn always deliver unique, and often highly differentiated, perspectives on real-life situations from expert professional buyers and sellers.

Results – those who use our services have:

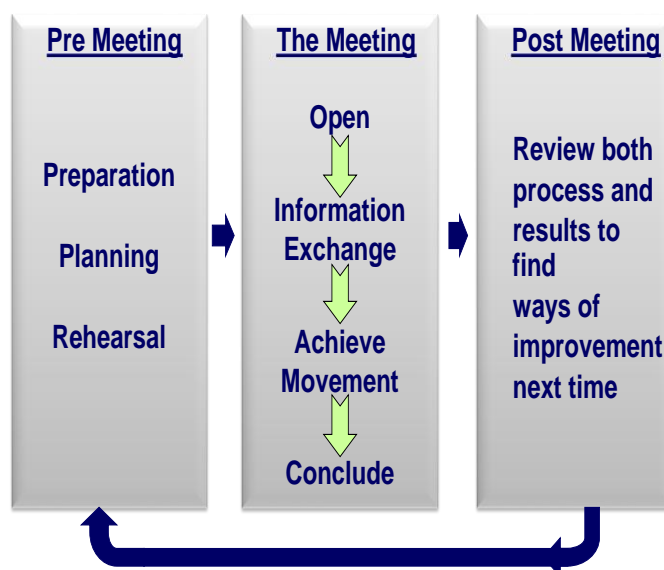
- An **end to end process, tools and techniques** for managing complex negotiations
- A new **broader perspective on client relationships** and alternative **styles of negotiating**
- Increased **confidence** in managing difficult negotiations
- A significant **improvement in ROI** almost instantly
- Greater awareness of their own, and other’s, **preferred negotiating styles**
- Enhanced **leadership and management** skills
- Improved **client respect** and relationships

HOW IS IT DONE?

1. We can provide **training, consultancy support or coaching support** – dependent upon the client’s needs:
 - **Training.** This is not just a training programme. It is a complete 4 stage negotiation training, implementation and embedding process designed to ensure that the new tools, techniques and behaviours are implemented fully.
 - **Consultancy support.** We like nothing more than a seemingly intractable or difficult live negotiation challenge. We can provide specialist support in the preparation, planning and rehearsals; during the live negotiations; and/or during the reviews post the event.
 - **Coaching support.** Our team of highly experienced negotiators helps key stakeholders to see alternative perspectives and turn difficult challenges into new opportunities through coaching and mentoring support.

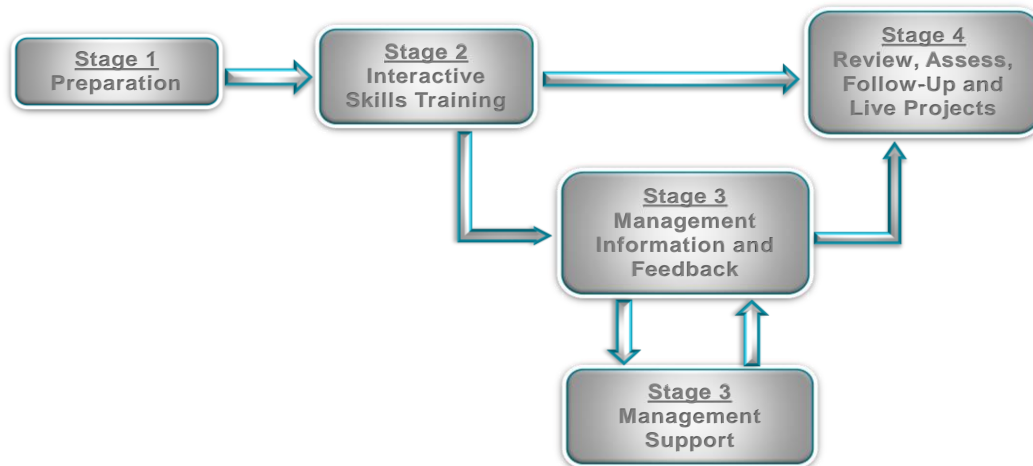
2. We use a range of **tools, processes and behaviours** to aid:
 - The definition of the **unique value** proposition and why this is important
 - The modelling of the relative **positions and power** using highly sophisticated tools.
 - The analysis of **the other parties’** position and tactics
 - Understanding the degree of **trust**, and conditioning and motivational messages
 - Understanding the negotiator’s **preferred negotiating style** (using a paired response questionnaire)
 - Recognising, understanding and using the five methods of **persuasion**.
 - The most **appropriate behaviours** to support the strategy and **influence** the negotiation
 - Maintaining a **positive approach and attitude**
 - The negotiating **strategy, plan and tactics**
 - **Preparation**, rehearsals and guidelines
 - **Telephone and e-mail** negotiation plans and tactics

3. We use a simple but highly effective **3 phase negotiating process**:



- **Phase 1.** Planning and Preparation. It is our view that no negotiation is won at the table – it is won in the correct preparation, planning and rehearsals.
- **Phase 2.** The Meeting phase. The key stages of the meeting including opening, information exchanges, achieving movement and reaching conclusion.
- **Phase 3.** Review. What went well and what lessons were learned.

4. **The End-to-End Training and Embedding Programme.** This is a four stage process:



- a. **Stage 1 - Preparation.** NewDawn training programmes are specifically tailored to meet the requirements of each and every client. As these are unique to each client, we need to spend some time gathering information about the current situation, challenges that the sales and client management teams are facing, who the clients are, and what tactics they tend to use.
- b. **Stage 2 – Interactive Skills Training.** The aim of the programme is to up-skill the delegates in managing their client negotiations in a more profitable way in order to secure better deals, reduce costs, grow top line revenue and bottom line margin, but also improve relationships. Thus, the primary goals are to be:
- More confident in their ability to apply a well-structured negotiation process within a relationship framework
 - Able to articulate more effectively the true value of the brand to ensure the other party sees the real value
 - More aware of how the other party, and in particular purchasing, might think and prepare
 - Better prepared, so that the team can, and will, believe in their own position more effectively
 - More effective in face to face negotiation and pitches
 - In a position where the team goes into a pitch attitudinally on at least equal terms with the other party
 - To practise the processes, skills and behaviours learnt ‘on camera’ against a professional buyer in a realistic scenario
- b. **Stage 3 - Management Information and Support.** Our client’s management teams are key to ensuring the success of the training. Without their support, it is highly unlikely to succeed. Put simply “If management do not understand the new training methodologies, tools and language, then it will wither and die very quickly”. We believe that there are two key areas for client management:
- **Awareness and Recognition of the Issues.** We address this by providing meaningful management information in the form of training results, reviews and feedback including recommendations for any further work required to embed the training. We would normally provide these a few days after the training programme once we have had an opportunity to consolidate all the outputs.

- **Management of the Issues.** We provide coaching and training for management to ensure that they understand, and can challenge and coach the processes their teams have been trained in.
- c. **Stage 4. Embedding the Training.** The training is best embedded through a mix of individual coaching and follow-up, live negotiation support and integrating the tools and techniques into the client's toolkit for sales and negotiation.

WHY NEWDAWN?

The NewDawn team of expert and highly experienced negotiators have used these tools and techniques in real-life situations and are therefore able to provide expert and credible advice on current client negotiation situations. We are passionate about delivering and embedding exceptional business and negotiation performance to meet real business needs. We do this through giving life to great leadership, inspirational behaviours, and winning attitudes and spirit. All of which are applied to world class processes.

We use genuine creativity combined with extensive practical experience to recognise and fix the real issues in complex challenges. As a consequence, we then open minds to different ways of doing things.

"Our clients tell us they trust us to help them to find answers where others cannot."

❖ **George Godsall, MSL London MD. PRM**

"Superb course, packed full of insight and a solid process to follow – and plenty of time for practice too. A great use of 2.5 days. Thank you."

❖ **Paula Falco, Consulting Services Marketing Manager, Allergan Medical**

"I wanted to say a massive thanks to each of you for the negotiation training course. It really was a superb two days and a great foundation for us for future training. The team have never given such good and positive feedback and I think the format of the sessions really worked to the benefit of the team."

❖ **Ali Belgaumi – CFO North America for a Global Advertising Agency.**

"Attending this programme was a major life changing event for me, was easy to follow, easy to use in the workplace and helped me and my teams deliver huge improvements in value delivery. It paid for itself financially in a few days"