

"Negotiating and Managing Relationships in order to avoid Scope Creep"

- ❖ This is a 1-day programme for more junior and middle management staff and can take up to 20 delegates
- ❖ It is highly practical and focuses on the team's real issues
- ❖ The programme gives the delegates a chance to practise in the last hour or so on a scenario that has occurred during the workshop to give the team confidence that they can "make a difference"

PURPOSE STATEMENT

This 1-day program was developed specifically for PR and Communications agencies because of a business need that identified the situation where a number of customers appeared to be exploiting their position by regularly changing specification post award. They achieve this because the people on each side are usually different from the people who originally negotiated the deal and the employees of agencies are generally encouraged to meet the customer needs.

Target audiences here are client-facing staff who have this topic to manage on a daily basis. This IS NOT TARGETED at the prime dealmaker level as the 2-3 day Profitable Relationship Management event is targeted at such senior people.

PRIMARY OBJECTIVES

- ❖ How to recognise and manage " Scope Creep " to the Agency's advantage
- ❖ To ensure the Agency are better positioned to understand how some of the clients might be thinking and behaving
- ❖ Recognise the type of person the delegate is facing and how to work out their goals
- ❖ How to say NO without offending the client - assertive behaviour and being confident in application of the theory
- ❖ Negotiating with people we have got to know well
- ❖ Negotiating with senior people
- ❖ Negotiating with people who are very focused on their goals
- ❖ Negotiating additional benefits for us post contract
- ❖ Finding the time to plan and manage negotiations well even when there is not enough time
- ❖ Negotiation on E Mail and Phone
- ❖ Practise a phone negotiation toward the end of the programme on a live issue during the day

CONTENT

- ❖ Introductions, Course Objectives, Individual Objectives (then fine tune the programme as needed), Process for the event
- ❖ Review current frustrations and issues surrounding client relationships post contract award
- ❖ What is "Scope Creep" and why is managing it important?
- ❖ What is the customers approach and why?
- ❖ What can we do to anticipate and disable such approaches without in any way damaging the relationship?
- ❖ What is effective negotiation when you are within an existing framework?
- ❖ What is assertive behaviour and why is it essential to use in this scenario? How good are we at being assertive? How can we improve?
- ❖ Practice with a simulated telephone negotiation, based on an issue raised in the workshop
- ❖ The 5 key rules for managing "Scope Creep" from a detailed scope variation perspective
- ❖ Take the key points from the day and review specific actions that can be taken to improve the situation--both internal and external