

# Negotiations: Know Thyself, Know Thy BATNA, and Know the Other Guy

Fisher and Ury's ground-breaking book, "Getting to Yes" provided a glimpse into the importance of achieving win-win negotiated agreements. Understanding one's BATNA ("Best Alternative To a Negotiated Agreement") is central to such achievements. This program will provide tools for focusing on increasing the attractiveness of your BATNA - the result being suppliers will understand you are developing a team of emerging vendors and will, in turn, be motivated to bring creative ideas, pricing and other contributions to your organization.

## OBJECTIVES

Upon completion of this course, participants will be able to:

- Developing vendor relationships
- Understand the importance of fluidity in negotiations
- View strategic purchases from your vendors' perspectives
- Manage competing vendors with clarity and honor for your organization's advantage

## HIGHLIGHTS

- Learn how to distinguish strategic from non-strategic purchases
- Classify how such purchases are dependent on an outside party's knowledge
- Develop relationships with vendors inline with the strategy of your organization
- Gain insight into how business relationships can remain forthright while also being used to gather competitor intelligence

## DESIGNED FOR

Professionals with leadership, negotiating or business relationship-building responsibilities



## RECOMMENDED CPE:

4

## PREREQUISITE:

None

## EVENT ID:

NKTKTB

## COURSE LEVEL:

Intermediate

## FIELD OF STUDY:

Communications

## BLI CURRICULUM:

Communication Skills

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