

1. Professor: M. ALAIN THOUVENIN

2. Overview and objectives

Before the negotiation, the students will have to identify:

- the different parameters to lead a winning negotiation
- the right arguments to prepare

During the negotiation they will have to analyse the balance of power when they will face the client and lead a win to win negotiation

3. Targeted skills

- Identify the different industrial sectors and the type of negotiation
- Identify the different cultures where negotiation takes place
- Develop arguments and to face the objections

4. Prerequisites

None

5. Level: Master 1

6. Course description and plan

1) How to convince a customer and how to lead successful selling discussion? (15h)

The four groups of producers

Before to negotiate you have also to consider the type of strategy of the manufacturer and the risk

- First strategy of the manufacturer
- Second strategy
- Third strategy

Another aspect to be considered is the type of products offered to the client

- Strategic products
- Medium products
- Basic products

1.1) How to negotiate the three types of products?

The negotiator must also analyse the balance of power between the supplier and the client

- When has the supplier the strong position?
- When has the negotiator the strong position?

1.2) How must a supplier fight to keep his selling price?

2) Negotiation in an international context (15h)

2.1) Introduction: analysis on negotiation between France and China

Common errors of a negotiator

- Stereotypes
- Pre-conceived ideas
- The value judgment

Key negotiating points

- Find out the motivation for buying
- Get to know the customs, good manners and cultural procedure
- Identify behavioural styles
- Gather information
- Identify negotiating styles

The seven qualities of a negotiator

- Learn about any local customs
- How to open the negotiation
- Know how to master and assess emotions
- Show responsible judgement
- Accept the unforeseen

7. Teaching methods

Progressive development of the course

Exchange with the students

Resolution of case studies with students

8. Examination and assessment

Mid term exam (different questions on the course): 40 %

Final exam with a case study: 60 %

9. Bibliography

Pierre Casse, P.S. Déol Surinder, La négociation interculturelle, Ed. Chotard, 1987

Yves Lelouche, Florence Piquet, Guide de la négociation commerciale, Ed. Vecchi