# Strategic Negotiation

## Training & Coaching Programmes

Triple-A Strategy · Wes Jones, Principal

> *Commercial negotiation is a learnable, repeatable skill — not a personality trait. These programmes are built for organisations that want their people to negotiate with more structure, more confidence, and better commercial outcomes.*

### 1-Day Workshop

Foundations & practice

**Price:** €8,000

**Duration:** 1 day

**Best for:** Teams needing core skills fast

**Delivery:** On-site, single day

### 6-Module Programme

Structured capability build

**Price:** €33,000

**Duration:** 6 sessions

**Best for:** Teams building negotiation as a core competency

**Delivery:** Spaced delivery, on-site or hybrid

### 8-Module Programme

Full capability & coaching

**Price:** €44,000

**Duration:** 8 sessions

**Best for:** Teams embedding lasting behavioural change

**Delivery:** Spaced delivery + 1:1 coaching integration

## What Every Programme Includes

**Methodology**

- Commercial negotiation framework — structure, preparation, and leverage
- Distinguishing positions from needs (interests-based approach)
- ZOPA, BATNA, and BAE — Better Alternative Elsewhere
- Negotiation styles, tactics, and counter-tactics

**Application**

- Live worksheets applied to real or representative scenarios
- Practice in pairs and small groups with structured feedback
- Opening, anchoring, and concession strategy
- Skilled negotiator behaviours and the 4 key concepts

**Outcome**

- Each participant leaves with a completed preparation framework
- Deployable on their next negotiation — not just theory
- All programmes tailored to your organisation's context
- Delivered on-site across Europe, Asia, and Australasia

*All programmes begin with a scoping conversation to align objectives, audience, and real scenarios. Bespoke versions available for supplier or customer negotiations, M&A contexts, or cross-functional teams.*

Programme 01

# 1-Day Negotiation Workshop

*Foundations, frameworks, and first application — in a single intensive day.*

**€8,000**

On-site · 1 day · Up to 16 participants

> *Designed for teams that need to build negotiation confidence quickly — without a multi-session commitment. Participants work through the core framework, complete live worksheets, and leave with a preparation template they can deploy in their next negotiation.*

## Programme Structure

### Morning Session

**AM 1**

**Setting the Context**

- Why this matters — the cost of poor preparation
- Desired outcomes and group introductions
- Negotiation is a process between people
- Your organisation's value proposition in a negotiation context

○ *60 min*

**AM 2**

**Negotiation Building Blocks**

- Time zones and the negotiation timeline
- Separating content from process
- Distinguishing positions from needs — what you want vs. why you want it
- Worksheet: mapping positions and needs for a live scenario

○ *90 min*

**AM 3**

**The Commercial Framework — ZOPA, BATNA & BAE**

- Zone of Possible Agreement — finding the range
- Best Alternative to a Negotiated Agreement (BATNA)
- Better Alternative Elsewhere (BAE)
- Worksheet: applying ZOPA to your scenario

○ *60 min*

### Afternoon Session

**PM 1**

**Negotiation Styles & Intentional Flexibility**

- The four negotiation styles and when to use each
- Intentional flexibility — adapting your approach to the situation
- Setting the physical and psychological environment
- Practice in pairs: reading and responding to style

○ *75 min*

**PM 2**

### The Power of Preparation

- Building common ground through preparation, not improvisation
- Opening positions, anchoring, and first-mover advantage
- Options, alternatives, concessions, and assumptions
- Worksheet: options and concession planning

*75 min*

**PM 3**

### Tactics & Bringing It Together

- An overview of key negotiation tactics — and how to counter them
- Skilled negotiators and the 4 key concepts
- Review of desired outcomes vs. what participants now know
- Q&A, personal commitments, and close

*30 min*

**Who this is for:**

Procurement, commercial, and supply chain teams who negotiate regularly but have not been trained formally. Also effective for cross-functional teams preparing for a specific high-value negotiation. Minimum effective group: 6. Maximum: 16.

*The 1-Day Workshop covers the same core framework as the multi-module programmes — compressed for teams that need immediate application. It is also a common entry point before organisations commit to a full capability programme.*

Programme 02

# 6-Module Strategic Negotiation Programme

*Structured capability development — spaced for retention and real-world application between sessions.*

**€33,000**

On-site or hybrid · 6 sessions · Spaced over 8–12 weeks · Up to 16 participants

> *The 6-Module Programme builds negotiation capability through spaced learning — each session introduces new concepts, then participants apply them between sessions in real negotiations. The result is genuine behavioural change, not just classroom knowledge.*

## Module Structure

**01** **Foundations — Why Preparation Wins**

- The cost of under-preparation in commercial negotiations
- Negotiation is a process between people
- Your organisation's value proposition as a negotiation asset
- Desired outcomes framework — setting individual and team targets

*Session 1 of 6*

**02** **The Commercial Framework**

- Distinguishing positions from needs — separating what you want from why you want it
- Time zones: pre-negotiation, during, and post-negotiation planning
- ZOPA: mapping the zone of possible agreement
- BATNA and BAE (Better Alternative Elsewhere) — knowing your walk-away
- Worksheet: applying the framework to a live scenario

*Session 2 of 6*

**03** **Negotiation Styles & Intentional Flexibility**

- The four negotiation styles and situational flexibility
- Intentional flexibility — choosing your approach, not defaulting to it
- Setting the physical and psychological environment
- Workshop: identifying your default style and when to adapt

*Session 3 of 6*

**04** **The Power of Preparation**

- Building common ground through preparation, not improvisation
- Questions as a preparation tool — open, probing, and closing
- Active listening as a commercial skill
- Practice in pairs: structured question sequences and debrief

*Session 4 of 6*

## 05 Tactics, Opening & Anchoring

- An overview of negotiation tactics and how to recognise and counter them
- Aspirational mindset — why ambition matters before you open
- First-mover advantage and anchoring strategy
- Options, alternatives, concessions — planning before the room
- Worksheet: opening position and concession planning

*Session 5 of 6*

## 06 Skilled Negotiators & Programme Close

- The 4 key concepts that distinguish skilled negotiators
- Bringing it together — applying the full framework to a complex scenario
- Review of desired outcomes vs. actual capability change
- Individual commitments and next steps
- Q&A, feedback, and close

*Session 6 of 6*

**Who this is for:**

Procurement and commercial teams where negotiation is a core part of the role. Ideal for organisations wanting to build a lasting internal capability — not just prepare for a single event. Sessions can be delivered fortnightly or monthly depending on the team's commercial calendar.

*The 6-Module Programme can be extended to the 8-Module format by adding dedicated sessions on cross-cultural negotiation dynamics and executive-level negotiation strategy. Both formats include a post-programme debrief with the sponsoring leader.*

Programme 03

# 8-Module Strategic Negotiation Programme

*Full capability build with advanced modules and individual coaching integration.*

**€44,000**

On-site or hybrid · 8 sessions · Spaced over 10–16 weeks · Up to 16 participants

> *The 8-Module Programme contains everything in the 6-Module format plus two advanced sessions: one focused on cross-cultural and multi-party negotiation dynamics, and one on senior executive-level negotiation strategy. Individual 1:1 coaching sessions can be integrated for participants in key commercial roles.*

## Module Structure

### 01 Foundations — Why Preparation Wins

- The cost of under-preparation in commercial negotiations
- Negotiation is a process between people
- Your organisation's value proposition as a negotiation asset
- Desired outcomes framework — setting individual and team targets

*Session 1 of 8*

### 02 The Commercial Framework

- Distinguishing positions from needs — separating what you want from why you want it
- Time zones: pre-negotiation, during, and post-negotiation planning
- ZOPA, BATNA, and BAE (Better Alternative Elsewhere)
- Worksheet: applying the framework to a live scenario

*Session 2 of 8*

### 03 Negotiation Styles & Intentional Flexibility

- The four negotiation styles and situational flexibility
- Intentional flexibility — choosing your approach, not defaulting to it
- Setting the physical and psychological environment
- Workshop: identifying your default style and when to adapt

*Session 3 of 8*

### 04 The Power of Preparation

- Building common ground through preparation, not improvisation
- Questions as a preparation tool — open, probing, and closing
- Active listening as a commercial skill
- Practice in pairs: structured question sequences and debrief

*Session 4 of 8*

## 05 Tactics, Opening & Anchoring

- Negotiation tactics — recognition, use, and counter-tactics
- Aspirational mindset and first-mover advantage
- Opening position strategy and anchoring effectively
- Options, alternatives, concessions, and assumptions planning

*Session 5 of 8*

## 06 Cross-Cultural & Multi-Party Negotiation

- How culture shapes negotiation style, pace, and expectations
- Adapting your approach for Asia-Pacific, European, and Americas contexts
- Managing multi-party negotiations — coalitions, influencers, and blockers
- Case study: cross-regional supplier negotiation debrief

*Session 6 of 8 — Advanced*

## 07 Executive-Level Negotiation Strategy

- Negotiating at board and C-suite level — what changes and what doesn't
- Preparing for high-stakes negotiations: M&A, divestiture, major contracts
- Managing the negotiation team and mandate alignment
- Simulation: complex multi-issue negotiation with debrief

*Session 7 of 8 — Advanced*

## 08 Skilled Negotiators & Programme Close

- The 4 key concepts that distinguish skilled negotiators
- Bringing it together — full framework applied to a complex scenario
- Review of desired outcomes and capability change
- Individual coaching debrief (for key participants)
- Q&A, feedback, and close

*Session 8 of 8*

**Who this is for:**

Organisations where negotiation is a strategic capability — not just a procurement skill. Appropriate for senior commercial teams, leadership cohorts, and organisations managing complex supplier or customer relationships, M&A activity, or high-value contract negotiations across multiple geographies.

*The 8-Module Programme includes a post-programme debrief with the sponsoring leader and a summary report on cohort capability development. Individual 1:1 coaching sessions (€480/hour) can be integrated at any point in the programme.*

### How an Engagement Begins

# From conversation to delivery — in three steps.

**01**

**Scoping Conversation**

A 25-minute call to understand your team, your context, and your objectives. No obligation to proceed.

**02**

**Tailored Proposal**

A clear proposal within 5 working days — programme selection, session structure, commercial terms.

**03**

**Programme Design**

Scenarios, worksheets, and materials built around your organisation's actual supplier or customer negotiations — not generic examples.

## What Distinguishes This Programme

**Built from practice**

- Developed and delivered by a practitioner with nearly three decades in commercial and procurement leadership
- Content drawn from real negotiations — not academic frameworks divorced from commercial reality

**Applied, not theoretical**

- Every session includes live worksheets applied to scenarios relevant to your organisation
- Participants deploy what they learn in real negotiations between sessions

**Tailored throughout**

- All materials built around your industry, spend categories, supplier or customer relationships
- Delivered on-site across Europe, Asia, and Australasia — or hybrid where preferred

> *"Many thanks for the great training. I truly appreciate the time you invested in understanding our business beforehand and your flexibility in adjusting the programme to our way of learning. Two colleagues reached out the same day to share that they had already deployed what they learned — the best testimony for a truly value-adding session."*
>
> Country Manager · Global Executive Search & Leadership Advisory Firm · Switzerland

### Book a scoping conversation

**cal.com/triplea**

*A 25-minute call to confirm fit and programme direction. No obligation.*

### Get in touch directly

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All prices exclude VAT where applicable. Group size, delivery format, and programme scope confirmed at scoping stage.