



## Complex negotiations

Version 09/02/2024

### PRE-REQUISITE

Having completed Negotiation in 7 steps or being a senior sales rep

### TRAINING OBJECTIVES

- Get insights on how to navigate the current context, the challenges of the sales function and the automotive industry
- Enhance your negotiation skills in complex and conflictual situation with intense preparation
- Learn how to cope with high stress and pressure using your emotional intelligence

### TARGETED SKILLS

- Acquire concrete tools to find a more effective relational balance
- Conduct a negotiation alone or with several people
- Prepare your negotiation effectively
- Be equipped to face difficult negotiations

### TRAINING PROGRAM

#### DAY 1

- Game theory exercise (1 hour role-play)  
Competition vs cooperation (30 min debrief)
- Theoretical input: (1 hour) / Main topics:
  - Effects of the financial and economic crisis on the automotive world industry – from competitive to conflictual and crisis environment
  - Consequences of the crisis on the business relationships, the cost tightening up phenomenon
  - Need to adapt one's behavior and know how to deal with emotions
  - Need to know perfectly well the internal sales policy, development and profitability (facilitated by the internal Forvia trainer – Sofia or someone from Stellantis presenting their case)
  - Need to prepare intensely the negotiations (introduction) while putting some distance to it and analyzing the context (power of the negotiator)
  - Need to have the manager's full support and a well-defined mandate

16h30 - 17h15 : 45 min - WORKSHOPS

WORKING IN SUB-GROUPS: 45MIN – 1 COACH PER WORKSHOP

Workshop 1 – How do you feel about the relationship manufacturer – supplier - group 1

• Your examples– Areas of improvement? ( leadership, authority, stress resistance ...)

Workshop 2 – Manufacturer's project criteria and demands – group 2

• Your main sources of conflict?

What should be done in order to facilitate the negotiations? ( Clear policies, preparation, validation, margins...)

17h 15 : Plenary session : brainstorming exercise. Topic : commercial equation

·Questions about different commercial equation elements =& amp; amp; amp; amp; gt; understand the environment : group input and exchanges

·Theoretical input: assessment tools (either covered during the session or upstream) – awaiting your validation

·Preparing the commercial equation and the corresponding pitch

·Wrap-up session and announcing the program for the following 2 days 2 topics should be prepared for the next day:

1.Preparation of structured negotiations (internal & amp; amp; amp; amp; amp; external)

Resilience and behavior : conflictual negotiation management

## DAY 2

Part 1:Theoretical input

Preparing the negotiations (external /internal)

Coaches: Didier et Christophe

Plenary session : Theoretical input

-Presentation of the decision making compass

-Presentation of the 7 step preparation method Exercises and exchanges regarding the method

Part 2 : Workshop

Preparing the negotiations (external /internal)

Role plays

(The coach films the participants with a camera and debriefs afterwards)

·Complex negotiation is being simulated

·2 teams : purchasing and sales

·Case : Route 115 or other

·Filmed role plays The group is divided into 2 sub-groups, each consultant is in charge of their own.

Role plays :

·Consultant 1 ( Christophe) in charge of the Group 1

·Consultant 2 (Didier) in charge of the Group 2 Plenary session :

·The coaches sum up topics tackled during the day

·Exchange session with participants

## DAY 3

Resilience and behavior : conflictual negotiation management

Coaches: Christophe and Didier

Plenary session :

The first part of the afternoon slots is dedicated to exchanges between guests, participants and coaches regarding the following topics :

The participants, are invited to :

Ø Describe their experiences

Ø Comment and give feedback to coaches about their input

Ø Decide of their action plan in order to strengthen their positioning towards the manufacturers In sub-groups :

·Identify the best practices

- Define the concrete action plans
- Wrap-up session in presence of the VPs
- How to maintain the margins by developing the business
- Theoretical input
- Conflictual situation is being simulated
- 2 teams : purchasing and sales
- The consultant debriefs and brings the pedagogical input
- Case : A specific case that needs to be created

## EVALUATION AND FOLLOW-UP METHODS

Preliminary questionnaire

Training evaluation questionnaire

## OUR TRAINER

Experts in negotiation and conflicts

## LOCATION, TRAINING ROLL-OUT AND DURATION

- Training that lasted : 21,00 days or 3 hours
- Face to face training at the training center or in the client's premises

## ACCESS FOR PEOPLE WITH DISABILITIES

In order to ensure effective access to trainings to persons with disabilities, please contact us for any adaptation that could be needed.

Our referent is Léa MENAGER, +**33 7 62 50 71 95** [lmenager@fglearning.fr](mailto:lmenger@fglearning.fr)

## PERFORMANCE LEVEL

- Number of trainees having followed the training since 2022: 72
- Attendance rate : 88%
- Trainee satisfaction rate: 82%

## CONTACT

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