

UPDATE
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BevermannAcademy

With passion to success

AMPLIFYING YOUR VALUE:
NEGOTIATION FOR VALUE GENERATION

NEGOTIATION
FOR
VALUE
GENERATION

HOW TO CREATE VALUE THRU NEGOTIATIONS?



- Create a common basis in a negotiation when everything seems different from the get-go
- Achieve agreements that build partnerships in complex, uncertain business ecosystems
- Harvest bottom-line results through value-add negotiation

AMPLIFYING YOUR NEGOTIATION SKILLS

NEGOTIATION FOR VALUE GENERATION

Depending on the customer-specific situation and objective, we offer 1 - 3 modules or abstracts thereof

NVG 1

Full-fledged negotiation process
The "AUAA" approach (Activate-Understand-Accord-Agree)
Methods and techniques

NVG 2

Refresher negotiation fundamentals
Negotiations in different market environments
Personality models
Portfolio tactics & strategies

NVG 3

Dilemma situations
Thorough case studies
Individual participants' cases
Video analysis & reflection

Our offer is aimed at the following target audience



Leadership / Executives



Procurement



Sales



Anyone in charge of negotiations

BA



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