

## Programme in Commercial Negotiation

### Overview

#### Introduction

The Programme in Commercial Negotiation of USB Executive Development (USB-ED) in conjunction with the Africa Centre for Dispute Settlement, offers you an opportunity to learn how to prepare and approach negotiation in a manner that ensures that you get the best possible deal for yourself and continue working long-term with the other parties involved.

Few people have the inherent ability to negotiate deals that are good for both sides. In business, the consequence of poor negotiation practices can be highly destructive. Many still cling to an outmoded view that they can only win if the other side loses. While this may result in a deal, the deal itself is often not the best one that could have been obtained. Often, the relationship that was supposed to be maintained or established starts off on a strained note or is destroyed altogether. Relationships could be damaged by the winner-takes-all approach that often operates on the borders of ethical behaviour.

#### What sets this intervention apart?

Poor negotiation often leaves a lot of value lying on the table, which the parties failed to identify or maximise owing to the narrow focus of their approach. Through this intervention, participants will be equipped to:

- manage differences better
- become aware of and assert their own needs in negotiation
- do a deal that is fair to them, while maintaining an ongoing and cooperative business relationship with the other side
- deal with negotiation obstacles (hard bargainers and cultural differences)
- negotiate as part of a team
- communicate assertively

#### Past participants' comments

- *"A thorough re-look at negotiations - laying the foundation to utilize skills acquired to take note of relationships and mutually beneficial advantages by addressing issues and not emotionally driven self-interests."* Eugene Koekemoer, MD, MRB (Pty) Ltd (2009 participant)
- *"Excellent course! Lots of practical role playing. A must for buyers!"* Renier Lourens, Buyer, Nexus AG (2009 participant)
- *"A must for the commercial team of any company"* Jaco Smit, Chief Technical Services Manager, Capespan Exports (2009 participant)

### Who

#### Who should attend?

This programme focuses on negotiating in the context of ongoing relationships and is suitable for people who are required to negotiate on their own behalf or on behalf of others, both within their organisations and with parties on the outside. This includes business owners, managers, lawyers, accountants, customer relations managers and managers in the public sector and in parastatals responsible for negotiating tenders or PPPs, etc.

#### Faculty profile

Prof Barney Jordaan

#### Admission requirements

It is assumed that participants comply with the following requirements: English language competence at NQF level 4. Sufficient ability to read and comprehend learning material, write assignments and follow/participate in discussions on management issues.

### Benefits

#### How would you benefit?

Successful participants will be equipped to:

- prepare for any negotiation
- create better value for themselves in negotiation
- manage inter-personal issues while remaining focused on the merits
- persuade the other side
- ensure longer-term cooperation with the other side
- deal with negotiators who are obstructive.

#### Certification

On successful completion of the programme, participants will receive a certificate from the University of Stellenbosch.

### What

#### Content overview

- Dealing with differences and difficult conversations
- Understanding your own problem-solving style
- Understanding the structure of negotiation and the impact of various approaches to negotiation on the outcome and implications for longer term cooperation
- How to prepare for any negotiation
- How to execute a negotiation in a manner that satisfies your interests and ensures that the agreement is sustainable over the long term
- How to deal with hard bargainers
- The role of power and culture in negotiations

#### NQF Alignment

This programme is presented on the complexity level of NQF 7.

### When & Where

#### Date & Venue

USB, BELLVILLE  
5 - 7 October 2010  
Class times: 08:15-17:30



# Programme in Commercial Negotiation

## Fees

### Fees

R6 500

Fees include programme fees, programme material, lunch and refreshments, and are payable before the commencement of the programme.

### Payment Policy

It is of utmost importance that USB-ED be formally notified in writing of cancellation 14 days prior to the commencement date of the programme.

A cancellation fee of 10% will be payable for cancelling fewer than 14 days prior to the commencement of the programme.

*Please note that programme fees and dates are subject to change.*

## Enquiries

### Contact person

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