



Five Foundations Dealmaking and Relationship Management

How to negotiate tough,
complex deals and manage
strategic relationships

Overview

A workshop to train staff in the art of negotiation and relationship management.

Five Foundations Dealmaking and Relationship Management will show you how to:

- Bargain with suppliers
- Negotiate big, complicated contracts
- Negotiate internally
- Turn conflict into agreement
- Build good working relationships
- Create win-win agreements
- Manage strategic relationships on big projects.

Workshop Overview - 3 days

1. Manage the Process, Shape the Result

- Complex, high-stakes deals are minefields of risk
- Negotiating and managing relationships is a strategic capability
- Avoiding predictable surprises
- Success: Achieving your Best Possible Agreement (BPA)
- Failure: Settling for a Barely Acceptable Deal (BAD)

2. The Five Foundations Negotiation and Relationship Management Foundation One: Prototype Your Best Possible Agreement (BPA)

- Scoping your Best Possible Agreement (BPA)
- Avoiding a Barely Acceptable Deal (BAD)
- Identifying the best parties
- Completing a Preliminary Deal Assessment

3. The Five Foundations Negotiation and Relationship Management Foundation Two: Sequence Your Moves to Agreement

- Order and choose your critical parties
- Mapping the party's decision making processes
- Build internal coalitions of support within each party
- Managing the information flow
- Developing your timeline

4. The Five Foundations Negotiation and Relationship Management Foundation Three: Design Your Value Optimizing Strategy

- Expanding the total net pie
- Dovetailing differences

5. The Five Foundations Negotiation and Relationship Management

Foundation Four: Align Your Relationship Management Processes

- Establishing rules of engagement
- Fixing a dispute resolution process
- Establishing communication protocols
- Managing emotions

6. The Five Foundations Negotiation and Relationship Management

Foundation Five: Negotiating for Sustainability

- Selling your case
- Using problem solving tactics
- Trading concessions
- Manage the process, shape the result
- The seven step RESPECT model

Step 1: Ready Yourself in Anticipation

- Setting achievable objectives
- Gathering critical information
- Preparing a winning strategy
- Choosing the right style.

Step 2: Explore Each Other's Needs

- Testing your assumptions
- The art of discussion control
- Exploring interests for mutual satisfaction.

Step 3: Signal for Movement

- Detecting signals
- Responding to signals.

Step 4: Probe with Proposals

- Advancing a proposal

- Countering a proposal
- The 'What if - Then' technique
- Packaging to meet the other side's needs.

Step 5: Exchange Concessions

- The do's and do nots of trading
- Detecting and sidestepping traps
- The 'If You Will Then I Will' technique.

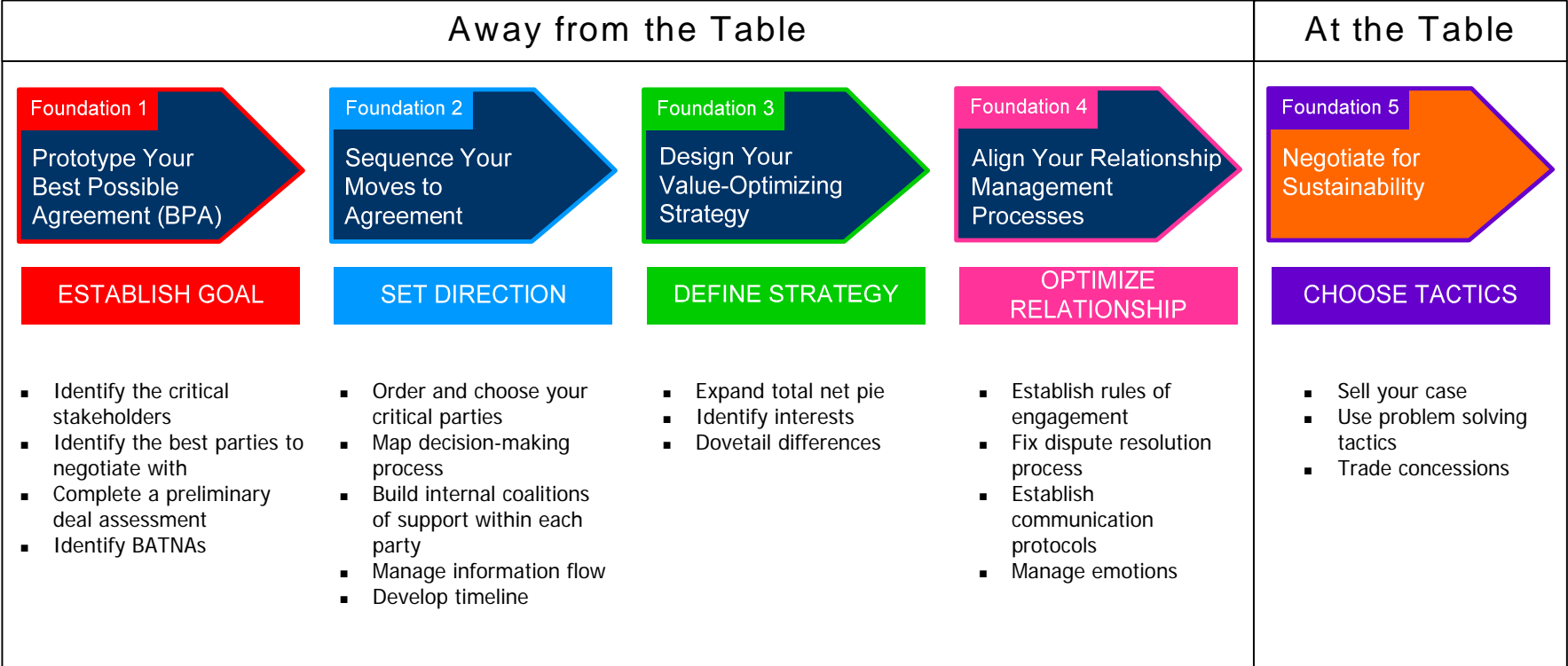
Step 6: Close the Deal

- Coping with last minute demands
- Making an acceptable final offer.

Step 7: Tie Up the Loose Ends

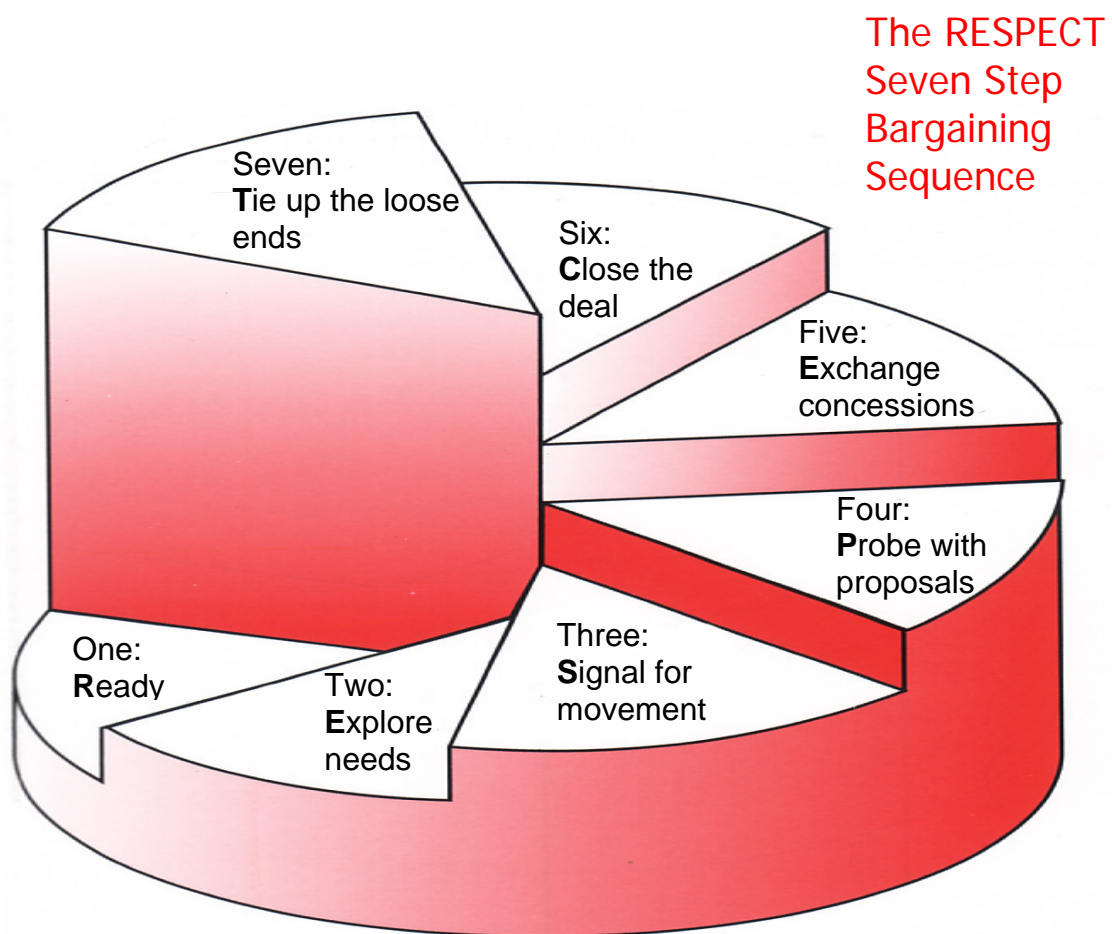
- Summarising items of agreement
- Following through.

The Five Foundations Deal and Relationship Management Process



Face to Face Negotiating Skills

We use our proprietary 7 step RESPECT model to guide participants as they practice their skills in a series of live simulated negotiations.



You're in Good Company

Our international client base includes:

AMP Financial Services

AMP Investments

ANZ Banking Group

Arup Australasia

Astra Zeneca

Audit New Zealand

Bank of New Zealand

Bell Gully

BMW Finance

C S First Boston

Cadbury

Castrol Oil

Colonial

Comalco

Connell Wagner

DamWatch

Deloitte

EDS

Effem Foods

Eli-Lilly

Energy for Industry

Ericsson Communications

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Esanda

Fletcher Challenge Petroleum

Fonterra

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GE Capital

GMH Holden

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Inland Revenue Department

Jacques Martin

KPMG

Lexus Australia

Mercury Energy

Meridian Energy

Ministry of Health

Montana

Natural Gas Corporation

New Zealand Business Roundtable

New Zealand Insurance

NZ Post

Oracle

Origin Energy

PowerCo

PricewaterhouseCoopers

Prudential Assurance

Qantas

Reserve Bank of New Zealand

Rockgas

SAS Institute

Southern Cross Healthcare

St George Bank

State Services Commission

Te Runanga O Toa Rangatira

Telecom New Zealand Ltd

TelstraClear

The National Bank

The Treasury

Tower Group

Toyota Australia

Unilever

Unisys

Wang

Westpac

Specialty Industry Expertise

- **Professional Services:**
 - Arup Australasia
 - Australian Institute of Chartered Accountants
 - Bell Gully
 - Cameron & Co
 - Cap Gemini
 - Connell Wagner
 - DamWatch
 - Deloitte
 - EDS
 - Ernst & Young
 - Grant Thornton
 - IBM
 - KPMG
 - PricewaterhouseCoopers
 - WHK Group
 - TSE Group
- **Banking:**
 - AMP Banking
 - ANZ Bank
 - Bank of New Zealand
 - ING Bank
 - National Bank
 - SBS
 - St George Bank
 - Westpac
- **Telecommunications/IT**
 - EDS
 - Ericsson
 - NEC
 - Oracle
 - Telecom
 - Telstra Clear
 - Unisys
- **Pharmaceuticals:**
 - Astra Zeneca
 - Boots Pharmaceuticals
 - Eli-Lilly
- **Finance and Insurance:**
 - AMP
 - Asteron
 - Esanda
 - GE Money
 - Jacques Martin
 - Prudential
 - Tower Group
 - Toyota Finance
- **Automotive:**
 - Toyota
 - BMW
 - General Motors
 - Lexus
- **Consumer Goods:**
 - Cadbury
 - Effem Foods
 - Fonterra
 - Frucor
 - Goodman Fielder
 - Kimberly Clark
 - Montana
 - Unilever
- **Utilities**
 - Meridian Energy
 - Energy for Industry
 - Energy Market Services
 - Genesis
 - Rockgas
 - Mercury Energy
 - Origin Energy
 - PowerCo

Harry Mills' Credentials

As the chief executive of The Mills Group, an international consulting and training firm, Harry Mills has spend the last twenty years training many of the worlds top companies in the art of negotiation.

The Mills Group's corporate clients include IBM, Ericsson, Oracle, BMW, Toyota, Lexus, and Unilever. Harry Mills' professional service clients include the Big Four giants: PricewaterhouseCoopers, KPMG, Ernst & Young and Deloitte.

Harry Mills is the best-selling author of twenty six books on negotiation, sales, and persuasion. *The Rainmaker's Toolkit*, was picked by CEO Refresher as one of the U.S. Top 10 business books in 2004. The American Chamber of Commerce called Harry's book, *Artful Persuasion: How to Command Attention, Change Mind and Influence People*, "one of the best books ever written on persuasion." His three acclaimed titles on negotiation include: *Negotiate*, *The Deal Maker's Handbook* and *The StreetSmart Negotiator*.

Harry is also a subject matter expert and mentor for the Harvard Business School Publishing's ManageMentor program on persuasion.

A regular keynote speaker at international conferences, Harry also appears regularly on television and radio to comment on business issues. He has been featured in *Entrepreneur* magazine, *BottomLine Business*, *Sales & Marketing Management* and *USA Today*.

Harry Mills is an accomplished dealmaker in his own right. He has negotiated a number of billion dollar plus deals, advised on large corporate and government deals and has worked on complex negotiation topics such as mergers and climate change.