Course : Purchasing Negotiation: Mastering Techniques and Behavioral Aspects

From the analysis of cognitive mechanisms (The Human Factor Model) to the structured conduct of negotiation meetings

Practical course - 2d - 14h00 - Ref. AFH

Price : 1690 € E.T.

NEW

This training is designed for experienced buyers who want to analyze and adapt their behavior to make their negotiations more effective. How can you identify the mechanisms of perception and the conscious or unconscious reactions that can affect the course of a negotiation and result in lost value? What strategies should you employ to strengthen your ability to take action during negotiations, make confident decisions, and counteract influence tactics? The "Human Factor Mural" workshop is an excellent tool for discovering how our cognitive processes work, becoming aware of their impacts, and identifying the right levers to take action. The framework for this group workshop is used and applied in every negotiation workshop we offer: from preparation, to the negotiation table, all the way through to the debriefing.

Teaching objectives

At the end of the training, the participant will be able to:

- Identify the human factors that influence one's behavior as a negotiator
- Apply structured preparation tools while counteracting one's own biases
- Analyze the other party's reactions during a negotiation and manage your emotions
- Evaluate influence tactics that exploit cognitive biases and counter them with appropriate counter-tactics
- Develop an individual action plan for behavior change, based on the drivers identified during the mural session

Intended audience

Buyers, procurement or business negotiators, purchasing managers, and project managers involved in procurement

PARTICIPANTS

Buyers, procurement or business negotiators, purchasing managers, and project managers involved in procurement

PREREQUISITES

Experience in purchasing negotiations required

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

Prerequisites

Experience in purchasing negotiations required

Practical details

A 3-hour collaborative workshop led by a certified facilitator using the "Human Factors" and "Purchasing Professionals" frescoes. Based on the participants' shared perspectives, the fresco builds a collective representation of the factors that govern our behavior—emotions, cognitive biases, beliefs and social belonging, attention, memory, language, motivations, and habits—and identifies the levers for developing the ability to act effectively in negotiation situations.

Teaching methods

Group workshop on the "human factor" mural. Role-playing exercises based on a common negotiation scenario, observed using debriefing checklists. Roadmap. Toolkit of deliverables

Course schedule

1 Workshop: The Human Factor Mural

- Identifying Emotions in Real-Life Negotiation Situations
- Understanding the Cognitive Biases at Play
- Identify ways to strengthen one's capacity for action

2 Identifying Cognitive Biases at the Negotiating Table

- Identify the concrete effects of biases: loss aversion, overconfidence, confirmation bias...
- Analyze the sales tactics used to exploit these biases
- Evaluate actionable countermeasures

Exercise

Using mini-role-playing exercises based on verbatim transcripts of negotiations and the "fresque" technique, identify hidden biases and develop a countermeasure.

3 Preparing for Negotiations by Overcoming Your Biases

- Analyze the balance of power
- Mapping Your ZOPA / BATNA
- Creating Your Objectives Matrix
- Prioritize and plan concessions and their corresponding measures
- Evaluating Your Preparation by Examining Biases: Anchoring, Overestimation

4 Conducting the Interview with a Focus on the Human Factor

- Building Your Case Using the SIMAC Approach
- Structuring Your Counterarguments and Responses to Objections
- Defining Your Negotiation Strategy
- Use the SCARF model to anticipate your conversation partner's reactions

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

5 Holding the Negotiating Table

- Apply the golden rule of concessions: reciprocity, incremental steps, and lock-in
- Handling Objections Systematically
- Assessing and Countering Tactics That Exploit Biases

6 Incorporating the Human Factor into Remote Negotiations

- Adapting your preparation and negotiation strategy: scope definition, written reformulation, traceability
- Structuring Your Negotiation Emails

7 Conclude, formalize, and capitalize

- Identify the right moment and formalize the agreement: summary of decisions, mutual commitments, next steps
- Debrief the negotiation using a REX worksheet
- Developing Your Personal Change Plan

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Dates and locations

REMOTE CLASS
2026 : 7 Dec.

2027 : 15 Mar., 7 June, 13 Sep., 6 Dec.

PARIS LA DÉFENSE
2026 : 7 Dec.

2027 : 15 Mar., 7 June, 13 Sep., 6 Dec.