

91st Marketing Club 15th Riyadh

53rd Business Club

The Purple Negotiator Marketer

Tuesday 16-5-2023

9 PM EGY 9 PM KSA 10 PM UAE

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استثمارية

19th Cairo Marketing Club 16-6-2022





ORIENTATION

The Purple Negotiator Marketer





The Purple Negotiator Marketer

Win-Win Negotiation

The Complete Guide With:

Case studies, games, role plays, questionnaires,
brainstorming sessions, shared experience,
videos and Exam

Prepared, collected, invented and presented by:

Dr. Mohammed Nadi

*Certified trainer, training director, Marketing &
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The Purple Negotiator Marketer The 4-Phased Negotiation Process



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Being Purple Is Not An Option



WELCOME

When It Comes To Negotiation



For Whom?! Marketers& Sellers



Marketing

Trying to get the company to make what the consumer wants

It is a wide concept

Resolves around the needs and interests of the consumer

Has an outside-in perspective

Marketing creates a PULL

Interacts and gets feedback from sales

Aimed at increasing revenue

Tries to identify and define leads

Begins before the production process begins

Continues after the product is sold

Focuses on the long term



analyzing
MARKET RESEARCH
discovers
all business samples

FOR SALE!



Sales

Trying to get consumers to want what the company makes

It is a narrow concept

Resolves around the needs and interests of the company

Has an inside-out perspective

Selling is a PUSH

Interacts and gives feedback to marketing

Aimed at increasing revenue

Tries to persuade leads to buy

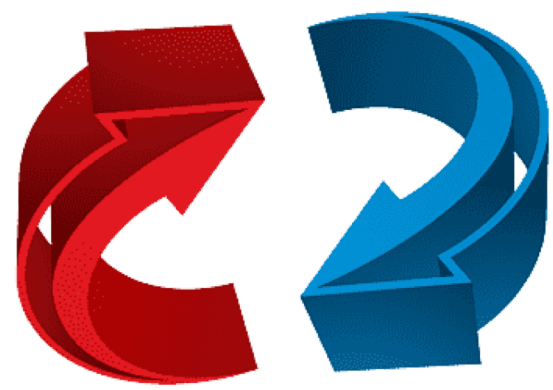
Begins after the production process is over

Doesn't continue after the product is sold

Focuses on the short term

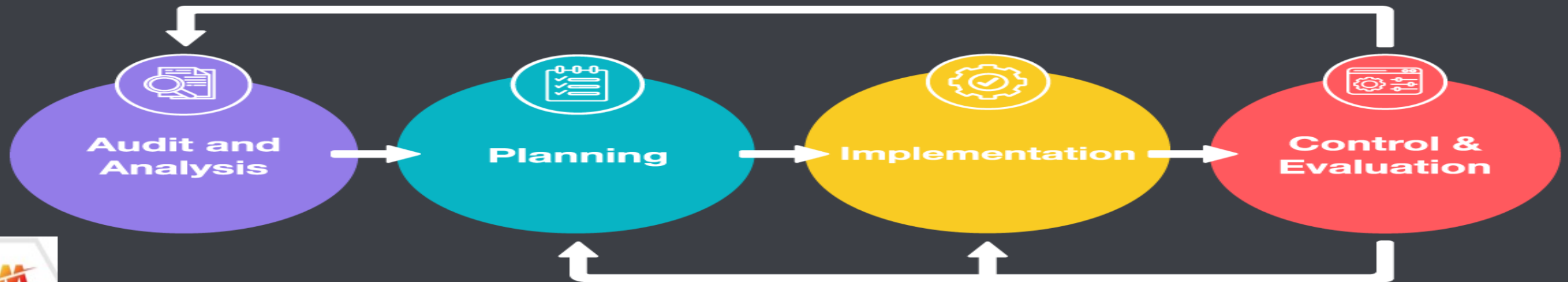






8 Reasons For Marketers To Negotiate

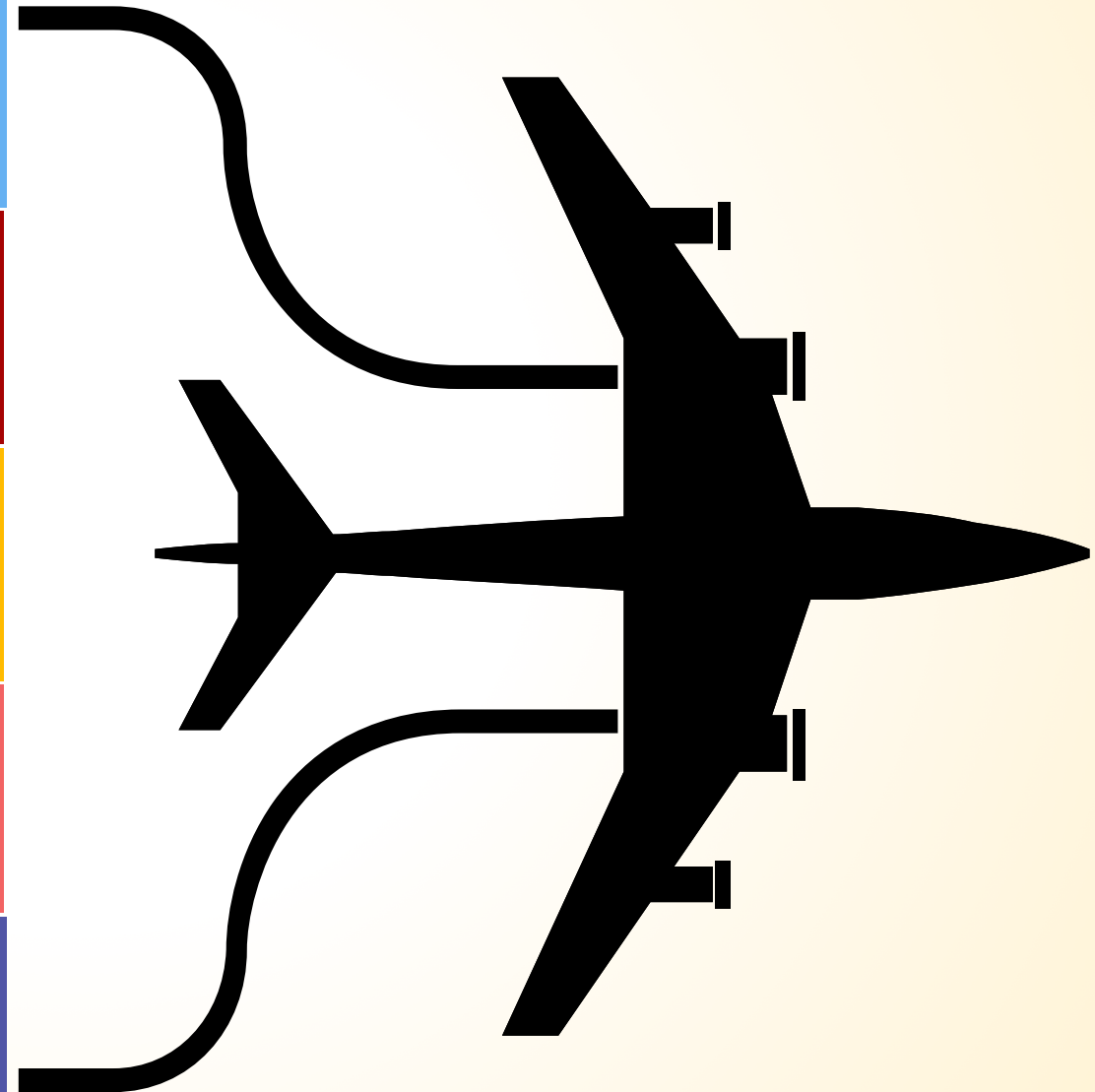




Skills To Activate Your Marketing Plan



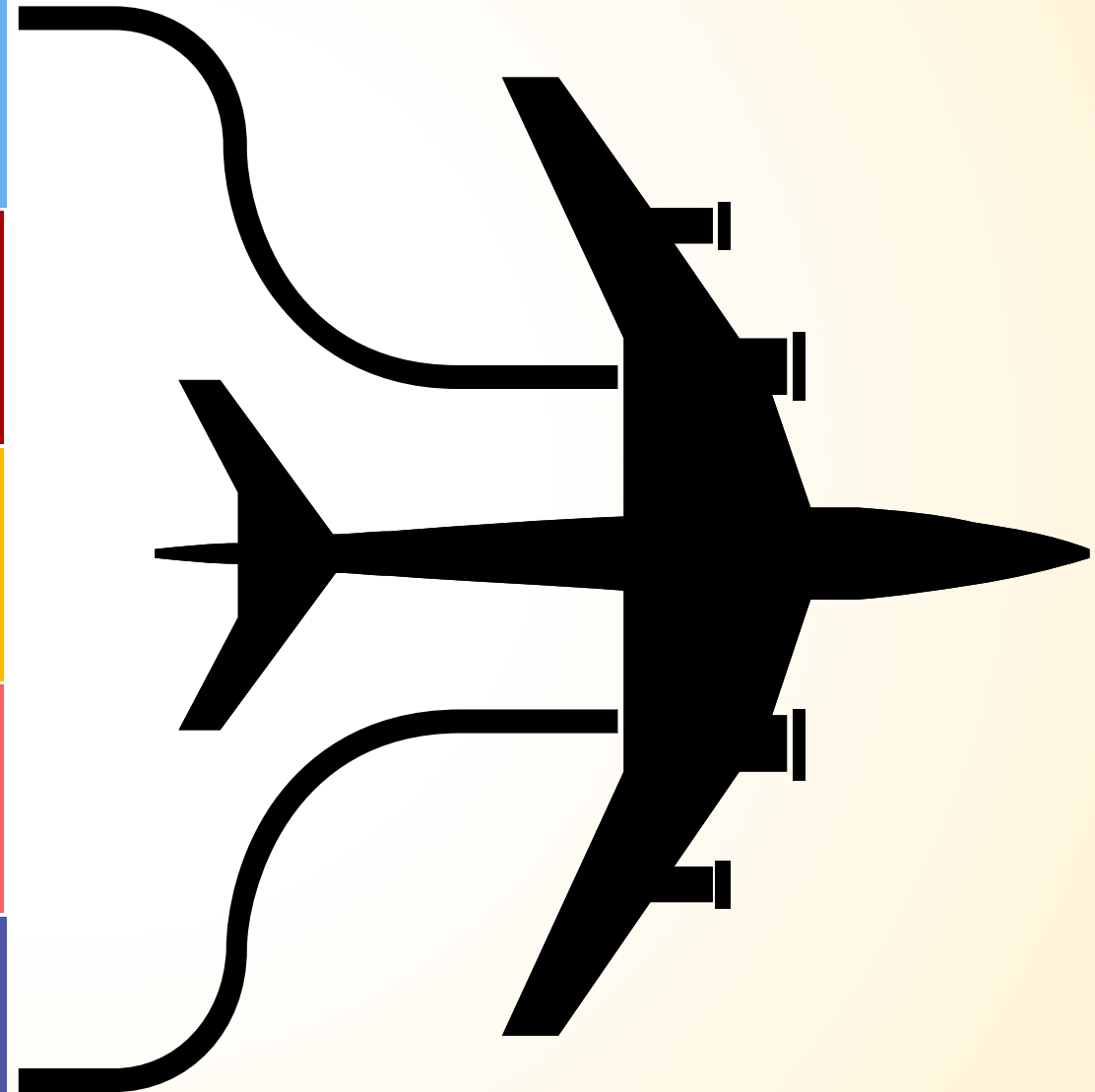
Executive Summary For higher management revision	1
Current Sit.& Trends 4 C's	2
Performance Review 4 P's	3
Key Issues SWOT	4
Objectives Sales targets, MS, Profit, EV Index, Growth	5



Skills To Activate Your Marketing Plan



Marketing Strategy Push Or Pull	6
Action Plans 4 W's	7
Projected P&L St. Financial approval	8
Control Changes to be measured/ metrics	9
Contingency Plan OT	10





Negotiate Your 4 P's



NEGOTIATION



AGREEMENT



SKILLS



COMMUNICATE



TACTIC



CONTRACT



COLLABORATION

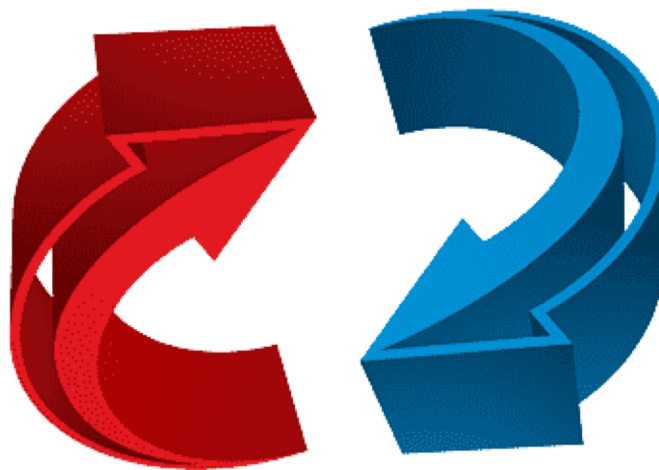


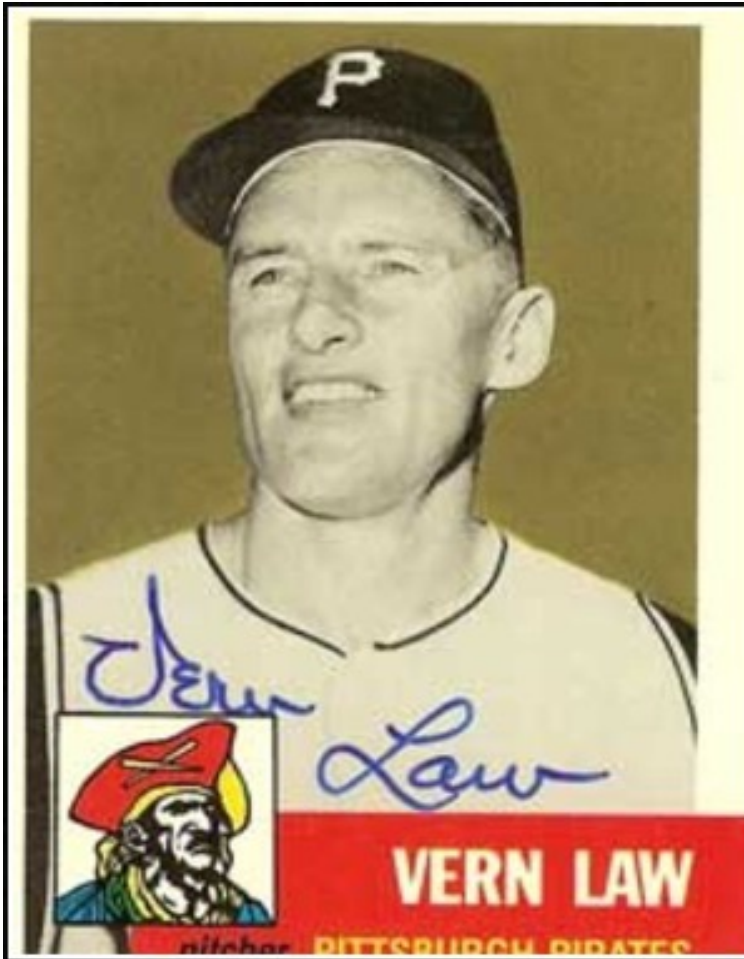
GOAL

For

EVERYBODY

Else





Experience is the worst teacher; it
gives the test before presenting the
lesson.

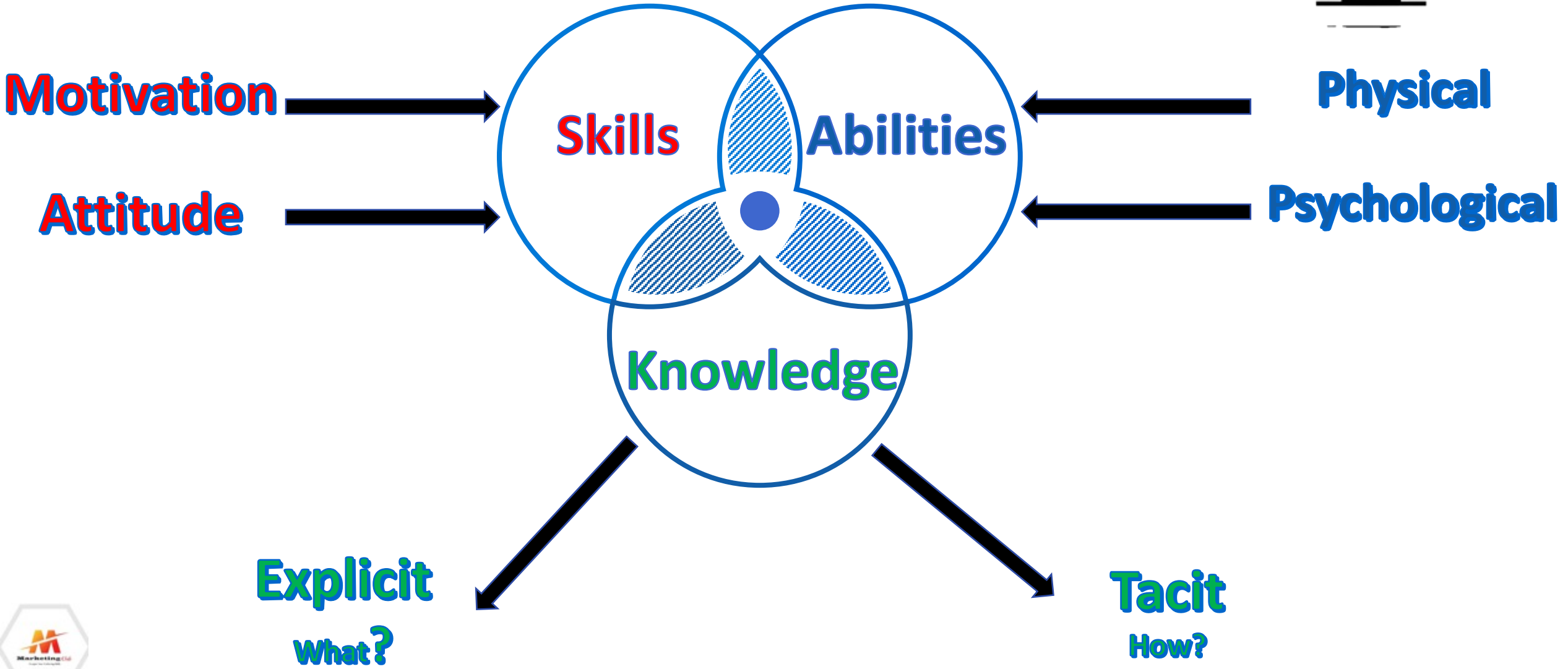
— Vern Law —

AZ QUOTES

Negotiation Based On Experience Is A Bad Choice



Negotiation Competence





Assess your current skills

Scoring yourself from 1-10 according to your personal evaluation, with evidence.

Alternative Methods Of Making Decisions



NO
Offer Vs. Consequences **01**

Coercion
Stress- Intimidation
Cold Blood **06**

Persuasion
Selling approach
Benefits Vs. Conflict **02**

Instruct
Obligation- Hierarchy
Legitimate Right **07**

Problem Solving
Trust + Mutuality Or
Deadlock **03**

Postpone
Common Practice
Time + Emotions **08**

Chance
Hesitation/Time
Importance **04**

Give In
Price List
Take It Or Leave It **09**

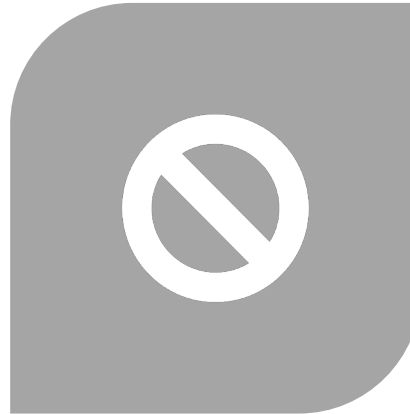
Arbitration
Agreement- 3rd Party
Win/ loose Situation **05**

Negotiate
Complexity
Attitude **10**

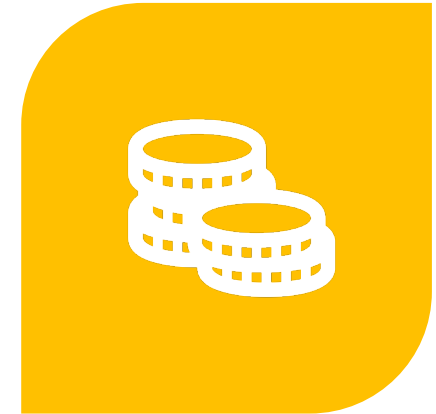
What Is 'Negotiation'?



VOLUNTARY EXCHANGING



VETO-POWER



WEALTH

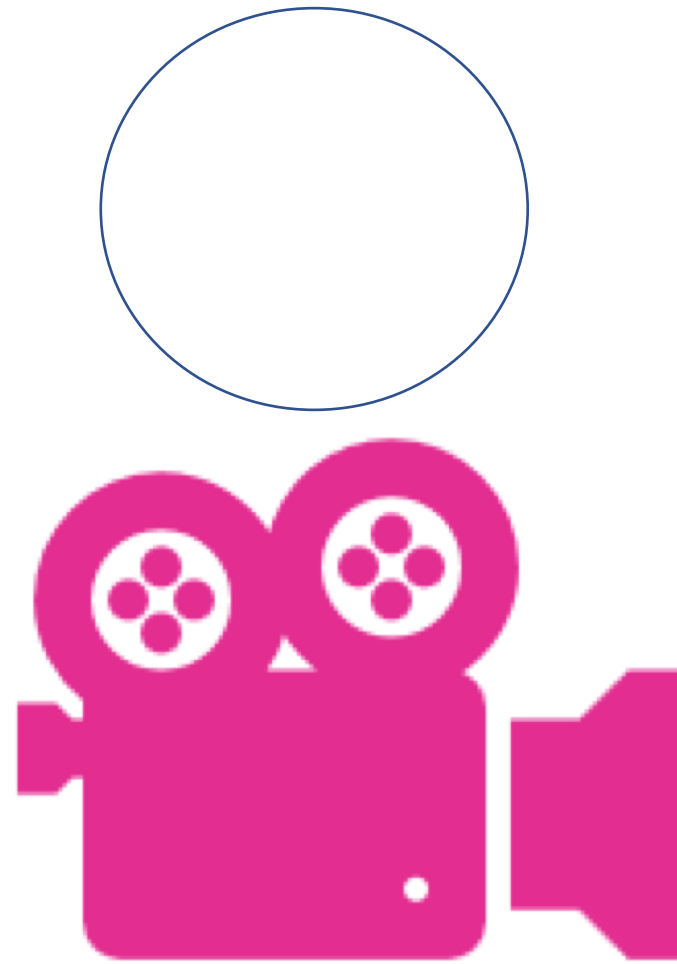
What The Purple Negotiator Marketer Offers Differently?





Why Do Most
People Not like
To Negotiate?!







Exams Time



A light green silhouette of a human head in profile, facing right. Inside the head, there are several green leaves of varying shades, suggesting a connection to nature or thought.
think
PSYCHOLOGY



Your Default Setting!



Your Style!



What The
Purple
Negotiator
Marketer
Offers
Differently?



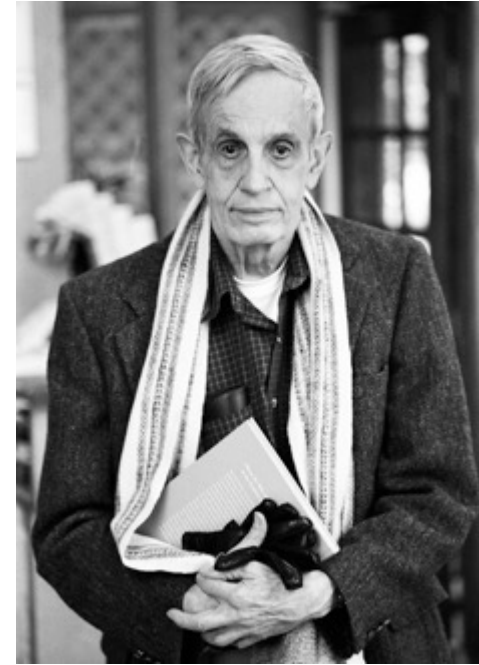
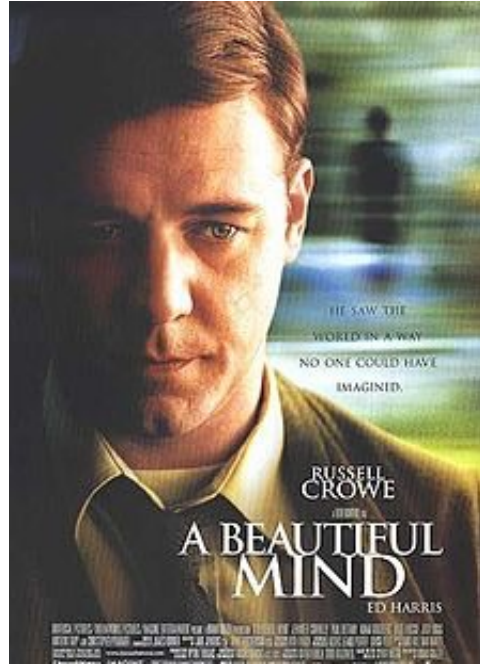
METHODOLOGY



اختبر معلوماتك



كان ناش يعاني من بعض الاضطرابات العقلية وكان يتلقى علاجاً بصفة غير دورية. خلال فترة مرضه، وبتشجيع من زوجته ألشيا، اهتم ناش ببعض البحوث الرياضية ومنها حساب القيم الدقيقة للأرقام الكبيرة، وقام بكتابة برامج حاسوبية ذات جودة عالية لتساعده في عمله. حصل جون ناش على جائزة نوبل في علم الاقتصاد وذلك تكريماً لجهوده في نظرية الألعاب والتي لها استخدامات كبيرة في الاقتصاد والتفاوض التجاري. كما أنه نشر ما مجموعه 23 بحثاً علمياً من الفترة ما بين 1945 و 1996.



The Selected Approach

Decision-making



CONFLICT RESOLUTION





Negotiation as a decision-making process

Published on October 30, 2015



Barney Jordaan

Professor; negotiation and dispute resolution practitioner

[28 articles](#)





One Way We Transfer & Develop Negotiation Skills



ممكن تزود السرعة بلك تدوس اكثر علي البنزين



ابدأ تسبب الدبرياج ب التكرير سنه سنه

لحد ما العربيه تبدأ تتحرك (انت دايس علي البنزين

زي مافولنتك في الصوره ال فانتت) العربيه هتبدأ

تتحرك.... برده سبب الدبرياج كمان سنه سنه لحد ما يوصل

زي ما كان قبل ما تدوسه





ADVICE
TIPS





The current issue and full text archive of this journal is available at
www.emeraldinsight.com/0309-0590.htm

JEIT
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192

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Does negotiation training improve negotiators' performance?

Eman ElShenawy

Suez Canal University, Ismailia, Egypt

Abstract

Purpose – This paper's objective is to test the main effect of negotiation training-level on acquiring negotiation skills. Training level refers to the time a trainee spends in a negotiation training course receiving the standard style and methods of training. Negotiation skills are manifested through trainees' performance after receiving training.

Design/methodology/approach – Six meta-analyses were conducted over 57 lab experiments from 36 studies. The six meta-analyses were divided into two groups each with a sub-study. The objective of study one is finding effect of training level on negotiators' individual and joint performance. The objective of study two is contrasting the effects of three training levels on negotiators' performance.

Findings – Study one results show that training level has an effect on individual performance that is more evident for the long training ($r = 0.76$) than for the short training ($r = 0.22$). Training level has a medium effect on joint performance ($r = 0.37$). Results of study two show an increase in negotiators' performance the higher the training level. That performance rate ranged from point estimate = 2.03 after spending a day in training to point estimate = 5.2 after spending three weeks or more in training.

Research limitation/implications – The results indicate significant association between the time trainees spend in negotiation training programs and their negotiation performance. Level of training should be controlled for when conducting experiments during negotiation courses. Future research should focus on effects of personality traits of both trainees and trainers on negotiation training effectiveness.

The Effectiveness of Negotiation Training

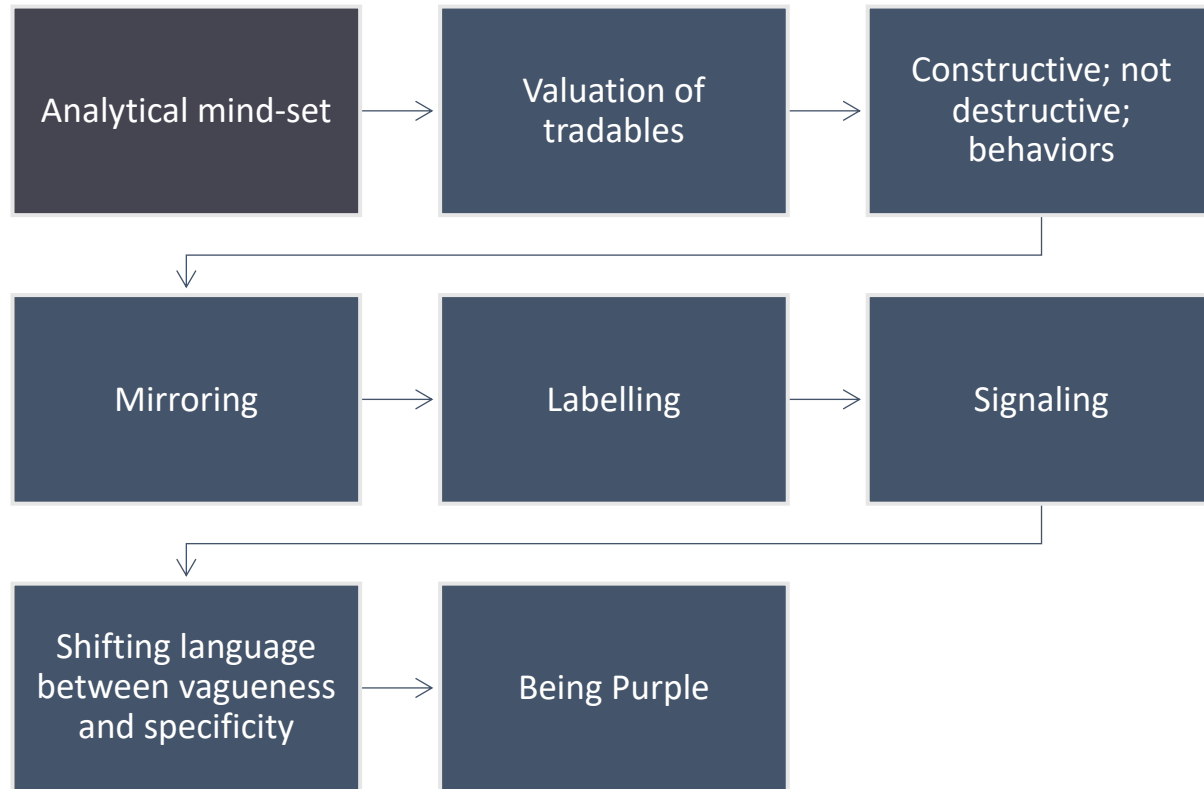
Hal Movius

In the last 25 years negotiation has become widely recognized both as a topic of serious research and as an essential, frequently used set of skills. Organizations currently spend tens of billions of dollars annually on training, and mounting evidence suggests that training in interpersonal and problem-solving domains typically has a significantly positive effect. But little systematic research has been conducted concerning the actual effectiveness of negotiation training. This article reviews the available evidence regarding the effectiveness of negotiation training using four levels of outcome measurement. As it turns out, solid evidence remains less prevalent than one would wish but what evidence suggests is that negotiation training does, indeed, have positive effects. In this article, I review the specific effects of different teaching methods, and recommend additional research.

Key words: negotiation training, training outcomes, negotiation pedagogy, training investment.



Advanced Skills For Marketer Negotiator





Distributive
Negotiation

Vs

Integrative
Negotiation

Skilled Negotiator



Process

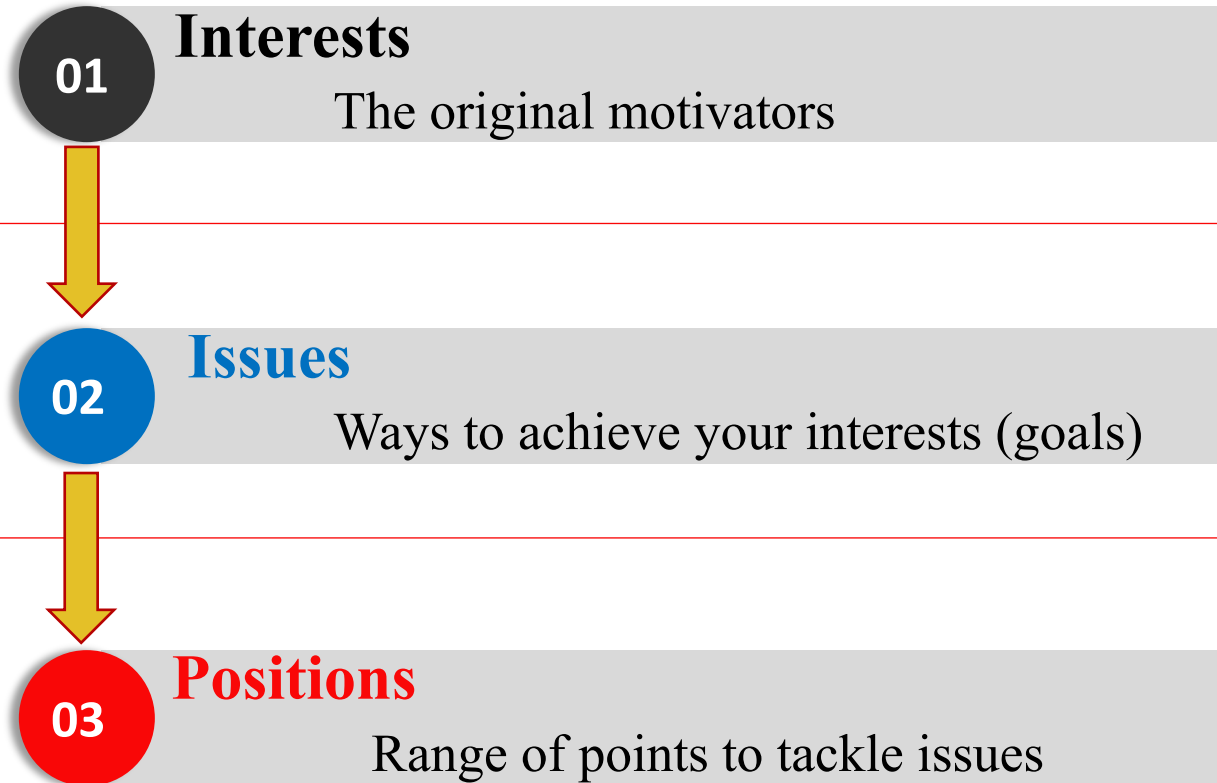
Negotiation is all about processing through specific phases to achieve planned objectives

The Story of the 2 persons and the dog

#Brainstorming and Delphi technique#





Think Negotiation!



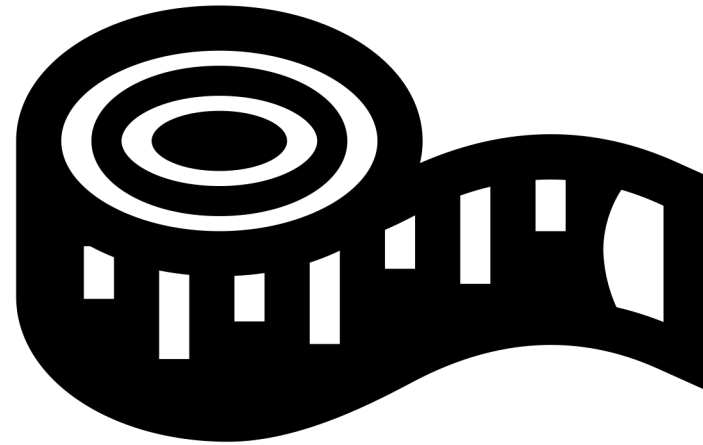
?????

?



-  Non-Tradables
-  Tradables (Agenda)

Negotiating with yourself





The 4-Phased Negotiation

Preparation

Negotek Planner

ICVAR

- Identify Interests
- Create Issues
- Value all issues
- Adding positions
- Repeat for the other

Check

- Check exchangeable solutions

Debate

Communication

Harmony

- Behaviors:
(Dest./Const.)
- Review the agenda

Signaling

- Detection
- Clarification



Propose

Exploring Solutions

Conditional Offer

- Structure

Language

- Tentativeness
- Assertiveness

Respond

- Send/ Receive

Bargain

Forming Solutions

Conditional Offer

- Structure

Concluding

- Summary
- Confirm
- Outline Actions
- Thanking

Condition

Offer

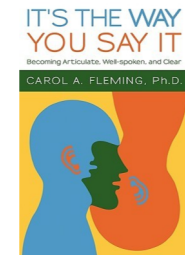


Say It Professional; Not Natural!

The Power Of Signaling



- I can consider better discount if you can purchase more amount
- I could ask my company for higher discount if you bought 6-month consumption
- I can add 10% discount if you duplicate the purchasing order
- I can promise to reach this MS if you offer us more marketing budget
- We can achieve this required growth in case that the company approved more 2% market expenses



Good Versus Great Negotiator

The Know-How Of What You Say



Statement proposals

- If you consider better discount, I may look at the required volumes.
- If you agree on more 10% discount, It might motivate me to require more volumes.
- I really need your support on the discount issue, then I could possibly consider the required volumes.

Coming Back To Alpha& Beta



Alpha Valuation			Expected Beta Valuation		
Priority	Entry	Exit	Exit	Entry	Priority
High					
Change the contract	Original	Inclusive	?	All costs	Amount of loan
Time Limit	3 M	6 M	?	More than bank	Inst. Period
			?	Zero%	Store profits during inst.
Medium					
Amount of loan	Beta needs%	All costs%	?	1 Y	Time Limit
Interest rate%	1%+ bank rate	Zero% (-fines)	Inclusive or original	Not	Changing contract
Fines during const.	Remove	Deduct	?	same as bank	Inst. period
Low					
Store profit during inst.	50%	Zero%	Full	Grace period	Loan starting guarantee
Installment period	Less than bank	Same as bank	?	Less than bank	Interest rate
Loan starting guarantee	Full	Grace period			



Styles Of Negotiators



Let's play cards



(FEAR OF)

They blind negotiators to
the opportunity

They prevent negotiators
from maximizing their gain



Fixed Pie Bias



- **Assumption of zero-sum bargaining leads negotiators to believe they only can win at the expense of the other side.**
- **It leads to use ploys to minimize the other side benefits.**

The solution

- **Creator mind-set**
- **Right valuation of tradables**
- **Linked exchangeable tradables in conditional offer**

Irrational Escalation Bias



- **Staying at the negotiation just to prove you did not loose.**
- **Illogical continuation of the games.**
- **Common behavior in auctions, marketing campaigns, price wars, etc.**

The solution

- **BATNA.**
- **WAP.**
- **The merit of the case.**



Anchoring Bias



- High or low initial entry positions.
- Tactical ploy to end up with better or secured results.
- It destroys the trust and prevent low skilled negotiators to deal with you.

The solution

- Collect and analyze data.
- Logic evaluation of each issue.
- Realistic setting of positions.
- Take your time.
- Consult and test .



Referent Behavior Bias



- **The way you frame the conditional offer.**
- **Inability to connect issues to specific interest.**
- **More focusing on positions, you negotiate**

The solution

- **Connect among issues when they are related to specific interest.**
- **Your counterpart needs not discounts, but profitability.**
- **Bank clients are more willing to accept charges increase than higher interest rates.**
- **Delivery fees are easier to be agreed than increased prices.**



Overconfidence Bias



- **Common error in negotiation.**
- **What the other side wants is not assured in preparation phase.**
- **False assumptions lead to deadlock.**
- **Inflexibility because of false evaluation of tradables.**

The solution

- **Prepare well!**
- **The other side' wants is the main task of debate phase.**
- **Predict, but test.**
- **Be flexible as chess players.**

Fallacies Of Prominence Bias



- Low skilled negotiators are more influenced by easy-to-get info.
- Their specialism affects their preparation (limited functional view).
- A big gap between available data and the needed one.
- A financial manager who see wages are only represented by money (ROI- versus strategic goals).

The solution

- Seeking the relevant data for negotiation.
- Consult the other departments and specialists.
- Check the other negotiator's specialism and interests.
- Open the door for your team's suggestions (brainstorming sessions& Delphi techniques).



Streetwise Manipulations In Negotiation



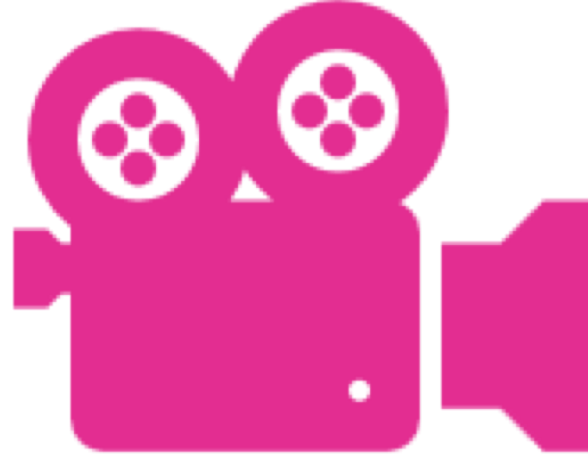
Time For The 20 Plays

**Dominance
plays**
(At the early
stage)

Shaping plays
(At the
middle phase)

Closing plays
(At the end)







Methodology of the training

Lecturing

Case studies

Videos

Learning games

Examples

Role plays

Questionnaires

Brainstorming sessions

Techniques/ Tools

Exam



Lecturing

Lecturing

Case studies

Videos

Learning games

Examples

Role plays

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Techniques/ Tools

Exam

Inevitable method of most trainings.

Focusing on delivering the knowledge.

Guide the other training activities.

However, skills are transferred by the other methods.



Case Studies



Lecturing

Case studies

Videos

Learning games

Examples

Role plays

Questionnaires

Brainstorming sessions

Techniques/ Tools

Exam

Title	Aim (Objective)
Alpha& Beta (complete full case study)	Processing of Negotiation- The 4 phases
Tom& Jerry (Complete full case study)	Exam with full answers& guidance
Cars at the café (Mini-case study)	BATNA- WATNA- WAP
Uncle Madboli is a negotiation consultant (Mini-Case study)	Extract :Interests- Issues- Positions Thinking out of the box





Videos

Title	Aim (Objective)
Watch-Stop- Analyze- Detect	Identification of BATNA importance
Negotiate with yourself-Bouha	Discover the right and wrong and guide (Questionnaires)
The 2 sisters	Expose the hidden interests- The importance of effective communication during Negotiation process. (Questionnaires)
Do everything wrong!	Detection of Debating errors- A preparation for behavioral approach to be effective Negotiator
Confess or not to confess- That is the problem	Realizing the real world of negotiators- The mistrust
Salam Ya Sahbi	Extracting abilities about the theme idea behind different styles- Dealing with mistrust issue
Ana psychopathic we enta.....	The black world of negotiators- The reason for being so bad
Play my game, naïve negotiator!	Checking for tricks shared games around

Lecturing

Case studies

Videos

Learning games

Examples

Role plays

Questionnaires

Brainstorming sessions

Techniques/ Tools

Exam





Learning Games

Lecturing
Case studies
Videos
Learning games
Examples
Role plays
Questionnaires
Brainstorming sessions
Techniques/ Tools
Exam

Title	Aim (Objective)
Guising my Umbrella	Checking / Motivating your ability to generalize
Let us play cards	Dealing with different styles of negotiators
Wear the colored hat	A guide to think in different styles for better analysis and decision making

Examples/ Shared Experiences

Lecturing

Case studies

Videos

Learning games

Examples

Role plays

Questionnaires

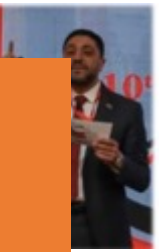
Brainstorming sessions

Techniques/ Tools

Exam



Role Plays



Lecturing
Case studies
Videos
Learning games
Examples
Role plays
Questionnaires
Brainstorming sessions
Techniques/ Tools
Exam

Acting	Aim (Objective)
The case studies	Understanding Checking how to communicate in different stages through the Negotiation process Bringing life to stories More focus and fun
During the learning games	Learning by fun and group sharing activities is not easy to forget
Train your colleagues	After each session, the attendees share to act as trainer for the others Learning by reflecting& Observing
Summarize and share your stories	Giving opportunities to reflect on the others



Questionnaires



Lecturing

Case studies

Videos

Learning games

Examples

Role plays

Questionnaires

Brainstorming sessions

Techniques/ Tools

Exam



Lectures



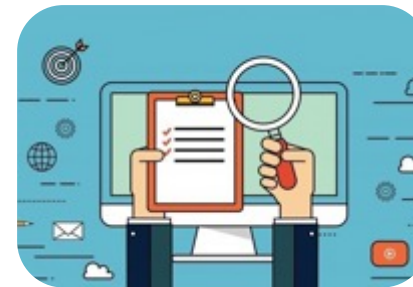
Case Studies



Videos



Brainstorming
sessions



Assessments

Brainstorming Sessions



Lecturing
Case studies
Videos
Learning games
Examples
Role plays
Questionnaires
Brainstorming sessions
Techniques/ Tools
Exam

Title	Aim (Objective)
The story of 2 men and dog	Shifting focus to another scope to better negotiate Preparation for the next steps
Criticism workshops for different scenarios	Develop the appropriate and variant styles of language through the negotiation phases
Salaries and job offers	Identify the inhibitions to negotiate salaries Offer solutions and approaches

Techniques/ Tools



Lecturing

Case studies

Videos

Learning games

Examples

Role plays

Questionnaires

Brainstorming sessions

Techniques/ Tools

Exam/Evaluation

Title	Aim (Objective)
The continuum of Negotiation phases	4 phases divided into 2 stages and a bridge
Negotek@ Planner	A critical tool for skilled Negotiators
ICVAR* Check	Easy way for instructing your professional Agenda of Negotiation
Styles Spectrum	Detecting the other side style
Tit-For-Tat	How to deal with the difficult negotiator
Time-line plays	Expecting and responding to negotiation tricks



Exam/ Evaluation



Lecturing

Case studies

Videos

Learning games

Examples

Role plays

Questionnaires

Brainstorming sessions

Techniques/ Tools

Exam/Evaluation

Activity	Weight (Value)
Brainstorming sessions	10
Role plays	10
Questionnaires	20
Final exam case study	60
Overall Evaluation	100



Exam

Case Study

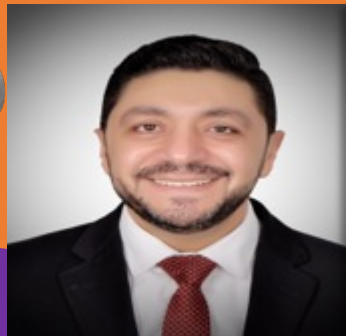
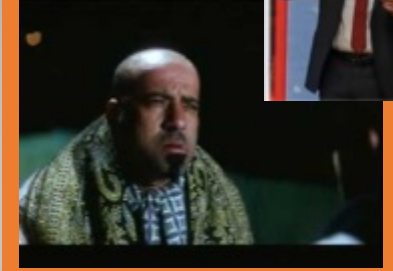
75 Minutes

**Full Answers +
Discussion**

the
TOM and JERRY
show



The Purple Negotiator Marketer



Evaluate the product, you are my partner so that, your opinion does really matter.



91st Marketing Club 15th Riyadh
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Tuesday 16-5-2023
9 PM EGY 9 PM KSA 10 PM UAE

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