

CEU Business School



BUSI 5609

Consultative Selling and Negotiations

Elective course

(1.5 credits)

Fall Term KEMBA 2017II; KEMBA 2018

Instructor:	Achilles Georgiu
Co-Instructor:	Márta Holló
Class meets (day and time):	according to the Calendar
Instructor's Office:	N13617
Office hours:	upon prior agreement
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Program Coordinator:	Zsuzsanna Kis (Kiszs@business.ceu.edu)

1. PREREQUISITES

None.

2. REQUIRED TEXT AND READINGS

A Reading Pack (RP) for this course has been compiled by the instructor. Additional readings, papers and up-to-date articles will be provided as needed. All reading materials will be available on Moodle.

3. COURSE DESCRIPTION AND OBJECTIVES

This is a basic course in the theories and practice of negotiation. The objective of the course is to show the essence of Consultative Selling and Negotiations by presenting the main topics of negotiations escorted by role play activities where the participants can get a feeling of real life situations during personal and/or team negotiations. The stress is on practical exercises in planning and negotiating. Students will discuss and practice a variety of negotiation and planning techniques in a workshop setting. The techniques discussed are useful in both commercial and non-commercial negotiations.

4. MAIN TOPICS

- The natural flow of Consultative Selling and Negotiations
- Tips&Tricks of negotiations
- Objection handling, solving deadlocks
- Preparation for negotiations
- Tradeables and Options
- Presenting the Unique Value
- Establishing a win-win situation
- Using the BATNA (Best alternative to a negotiated agreement)

Schedule See at end

5. INTENDED LEARNING OUTCOMES

<u>Core Learning Area</u>	<u>Learning Outcome</u>
<i>Interpersonal Communication Skills</i>	Separate issues from personalities. “Read” the concerns of the other parties to a negotiation
<i>Technology skills</i>	N/A
<i>Cultural Sensitivity and Diversity</i>	Predict and account for culture-dependent issues in negotiation
<i>Quantitative Reasoning</i>	Students will be able to calculate a reservation point.
<i>Ethics and Social Responsibility</i>	Identify negotiated solutions and compromises based on fairness.
<i>Management Knowledge and Skills</i>	Place negotiation in the context of managing long-term business relationships.

6. POLICY ON THE AVAILABILITY OF LECTURE NOTES

Key slides will be available on Moodle after class.

7. POLICIES ON CLASS ATTENDANCE AND PARTICIPATION

Regular and punctual attendance at every class session is a requirement of all degree programs at CEU Business School. Each class covers material not found in the readings. Furthermore, participation in class discussions is an important part of the learning experience for all students as well as a factor in grading. If illness or another unusual circumstance requires missing a class, please do your best to inform the instructor (or the Academic Assistant) in advance. A grade of “AF” (Administrative Fail) may be assigned for failure to regularly attend a course, to drop the course in time, or to complete requirements on time.

8. GRADING

Due to the expected high number of participants the grading will be **Pass / Fail**.

In order to pass the participant should be present on all four sections of the workshop (evidence: sign-up sheet). Also students should actively participate during the class.

Class activities include:

- Evidence of preparation,
- Contributions to class discussion,
- Bringing real life examples, based on own working experience,
- Active participation in role play scenarios

These points are necessarily subjective by nature. The instructor will do his best to be as fair as possible but this grading element is not open for discussions.

10. ACADEMIC INTEGRITY

All students must adhere to the principles of academic integrity in all work done for this class and for other classes. Attempted cheating in any form, including plagiarism, is extremely serious and can result in dismissal from the School and University.

11. INTERNET LIBRARY RESOURCES

See your Student Manual for details.

12. COURSE OUTLINE AND SESSION ASSIGNMENTS

SESSION	TOPIC(S)
1.	Introduction, Theoretical background What is negotiation? Why do we negotiate? What are the fundamental styles, approaches and techniques? How to prepare for negotiation? How to manage an objection? How to establish a win-win situation? How to present the unique value of the alternatives? When to use the BATNA?
2.	One-on-One negotiations Role play personal negotiations based on real life scenarios like: - Shakespeare and the ball pen - Client – Seller, Building relationship
3.	Negotiation Principles During this session we will discuss the Harvard negotiations principles.
4.	Team negotiations (one-to-many) Role play team negotiation based on real life scenarios like: - Group negotiations for salary calibration of employees
5.	Team negotiations (many-to-many) Role play team negotiation based on real life scenarios like: - Closing a deal, final round of negotiations
6.	Closing, Wrap up Workshop discussion about learning outcomes and personal take aways.

13. BRIEF BIO OF THE INSTRUCTOR

Achilles Georgiu, director of the MSc in Technology Management and Innovation program, industrial director of the MSc in Business Analytics program and Adjunct Senior lecturer of various courses at the MBA programs at CEU Business School. Besides MSc degrees in Computer Sciences and Informatics Management, he has more than 18 years of international and multicultural experience from the field and ample knowledge of standard IT management and control frameworks with special focus on human motivation, team building and performance management. He worked for several international companies and is currently working at IBM as the Technology Services Leader.