



Presentation Overview
Annual Executive Business Forum
June 1-3, 2020
Wigwam Resort, Litchfield, Ariz.

Session Title:

Winning Negotiation Strategies

Presenters:

Marcus Olsen, VP Procurement, Leggett & Platt

Don Klock PhD, Professor of Supply Chain Management

Session description:

From selling to buying to working on projects with your peers, an invaluable skill for success in supply chain management is the art of negotiation. In this module, we will study the differences between position-based negotiations and interest-based negotiations, and learn strategies for maximizing your gains and minimizing your losses. You will also learn practical negotiating tactics to watch for as you negotiate your way through business and life. You will also have the opportunity to practice your new skills on your classmates!

Key takeaways:

- Understanding the difference between positions and interests.
- Learning a step-based approach toward achieving your interests.
- Learning how to generate a win-win situation that satisfies your needs.
- Learning how to develop your negotiation strategy.
- Understanding tactics that can potentially derail negotiations.