



- Scenario-based, facilitator-led virtual or onsite training sessions
- Real-world practice, with feedback from other merchants in session
- Technology-based microlearning and online skill-building

Retail negotiation is different than any other type of negotiation; it's fast-paced, with multiple variables, wide-range of partnerships to influence to execute a program, global sourcing ethical standards, and massive financial impact. Successful retail buyers use negotiation currencies that goes beyond basic collaboration to increase profitability while strengthening vendor (and internal relationships).

Retail Negotiating Series (RNS) equips your team with proven techniques that help even the most experienced buyers build powerful internal partnerships, strengthen vendor relationships, and consistently achieve the best negotiations, regardless of fast-paced market changes. Structured around effective influencing and vendor negotiation techniques that are grounded in our retail research and an interactive, scenario-based approach to learning, RNS is designed to give your category managers, buyers, and assistants an advantage right out of the gate.



Core-Level (1-day workshop or five 2-hour sessions)

Cost: \$725 per participant (includes facilitation, DiSC®, and 90-day post-training microlearning)

Focuses on the daily negotiations that require quick thinking, to-the-point planning, and proven skills and tactics to make decisions fast. The following negotiation topics are included in the Core-Level course:

SESSION 1: Introduction to Retail Negotiation

- Resolving Issues with Vendors
- Negotiation Currencies
- Principles of Negotiation
- Daily/Single Issue Planning

SESSION 2: Your Negotiation Style at Work

- Negotiating with diverse personalities
- DiSC® Marston Model – individual style
- Discovering perceptions (blind spots) and the impact on how we negotiate with vendors

SESSION 3: Retail Negotiation Tactics and Skills

- Negotiating Digital Communication and Negotiations
 - Skillful ways to GIVE information
 - Skillful ways to GET information
 - Skills ways to GAIN agreement

SESSION 4: Resolving Issues with Vendors (Strategy)

- Discuss common vendor issues and impact on the business
- Discussion strategy to address a range of single-issue problems with vendors
- Explore the impact of getting information first

SESSION 5: Resolving Issues with Vendors (Application)

- Retaining a focus of collaborative problem-solving and ensuring future performance
- Live model review
- Skill practice
- Taking-Action: Transferring skills to the job

BEFORE THE SESSIONS

Everything DiSC® Online Survey: Foundation for learning, application, and change.

AFTER THE SESSIONS

Microlearning: 90-day mobile app with gamification and competitive leader board to maximize application and retention.

Advanced RNS

- 1-day workshop or five 2-hours virtual sessions
- Prerequisite: Sessions 1-3 Core-Level RNS
- Implementation options and fees:
 - \$975 per participant (1-3 Core-Level and Advanced-Level)
 - \$1,275 per participant (Full Core-Level and Advanced-Level)

Advanced skill level topics for more experienced merchant teams

Negotiation with vendors representing a major percentage of a merchant’s business requires deeper planning and a more strategic focus for the long term. RNS Advanced-Level achieves that by focusing on a more detailed review of the personalities, partner relationships, corporate goals, and power tactics that need to be employed when meeting one-on-one or, more typically today, with a group of vendor representatives.

Session 1: Influencing Internal Partners (Strategy)

- What builds or erodes trust
- How internal negotiations differs from those with vendors
- Step-by-Step Influencing Discussion Strategy with Model
- Practice using real scenarios and challenges

Session 2: Influencing Internal Partners (Application)

- Live model review
- Skill practice
- Taking Action: Transferring skills to the job

Session 3: Partnership Principles/Long Term Planning

- 3 Partnership Principles for being more intentional, more skillful than human and to look for ways to shift power:
 - Long-Term/Multiple and Strategic Issue Planning
 - Joint/Team Negotiation Pitfalls
 - Long-Term/Multiple Issue Planning with Planner tool

Session 4: Managing Powerful Relationships (Strategy)

- Defining major resources and powerful resources within organizations
- Discussion Strategy for Managing Powerful Resources meetings
- Live model review

Session 5: Managing Powerful Relationships (Application)

- Team Practice Guidelines for Joint/Team Discussion with Powerful Resource
- Team skill practice
- Debrief
- Taking Action: Transferring skills to the job
- Recap and goal setting



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