



SCANDINAVIAN  
PURCHASING  
GROUP

# THE NEGOTIATION EXCELLENCE PROGRAM

Three challenging and intensive trainings that will  
make you a complete and professional negotiator

# THE NEGOTIATION EXCELLENCE PROGRAM

Welcome to the Negotiation Excellence Program. We have since a number of years developed the negotiation capability of a large number of organizations. All with the aim of creating game changers in negotiation. One of our success factors have been that we mix business and people in our trainings. We use the your real business cases as training material so all the participants develop the business and themselves during the training. They learn and develop, perform and deliver to create business excellence. We have created a learning environment with seniors and managers taking care of the role as co-trainer in the trainings. All in the purpose of creating a talent engine over time. The participants will never leave the training, the training and learning process just continues.

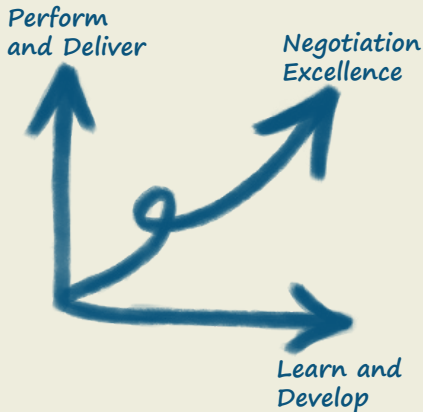
I hope you will enjoy our development program in negotiation.

Sigfrid Rytten, CEO

# THE NEGOTIATION EXCELLENCE PROGRAM

How much do you know about yourself as a negotiator? How much feedback do you get from your negotiations? Effective negotiation requires practice and feedback. The problem is that most of us do not get an opportunity to develop effective negotiation skills in a disciplined fashion; rather, most of us learn by doing. Experience is helpful but not sufficient. In fact, experience in the absence of feedback, is largely ineffective in improving negotiation skills.

Our model of learning is based on a three-phase cycle: experimental learning, feedback and learning new strategies and skills. And true learning is action oriented so we focus a lot on the result in the business cases, we train how to handle the negotiation process with the ambition to create a professional relationship with our business partners.



## The Negotiation Excellence Program

Business  
Negotiation

Advanced  
Business  
Negotiation

Category  
Negotiation

### Key success factors

#### Unique Cases

We create business cases linked to your organisation and your demands and challenges. Your organisation is always one party in the negotiation cases.

#### Co-Trainer

We use your seniors or managers as co-trainers in the trainings, all in the purpose that they continue the learning process with the participants after the training.

#### Before-During-After

Before the training the participants get a pre-reading material to prepare the theory, so we can focus on practical negotiations. All participants create a personal development plan in negotiation.

#### Practical program

This is a practical training i.e. all participants can apply their new knowledge directly after the trainings and create business advantages for your own organisation.

# BUSINESS NEGOTIATION

2 days

How often do you actually train your negotiating skills? Perhaps it is time to train in an environment where you can go through the whole negotiation process and get tips on how you, as a professional negotiator, should behave. This training will give you the opportunity.

To meet the increased requirements for growth for any organisation, focus on business relationships is vital. There are often complex business situations to be resolved which require employees who interact with business partners in a professional manner. One way to find new business solutions and act professionally is to acquire knowledge in negotiation techniques. As a business developer, this should be a "core business" skill.

## **Purpose and learning objectives**

The aim is to help you gain a basic understanding of the negotiation process in its various stages and how they fit together. The goal is that you after the training, on your own, will plan, implement and follow up on your negotiations according to your organisations values.

## **Content:**

- Myths of negotiation
- Good vs bad habits
- Sharing or creating value
- Negotiation process
- Preparation and planning
- Strategic framework
- Asking questions
- Argumentation technique
- Power and persuasion
- Handling monopoly situation

## **Training situations:**

- Changes of supply and matrixes
- Supplier/customer exits
- Price increase/decrease
- Sole/single source situations

This is an advanced negotiation training for professional negotiators who lead qualified business negotiations. The starting point is your own negotiating strengths and your personal negotiating profile. We practice practically by starting from a number of negotiation exercises where you get personal feedback. The complexity of the exercises gradually increases over the days. But focusing on business, process and relationship. However, we are adding new dimensions to think about during the days.

The purpose of this training is to give the participants **personal feedback** on their own negotiating behavior. We **video record** a number of exercises to look at our own and the group's behavior. Great emphasis is placed on how we handle conflicts and argumentation techniques.

The goal of the days is to provide in-depth knowledge of how your own personal behavior and actions may affect the outcome of the negotiation. And that you thereby gain good insights into your personal behavior. We use a number of different behavioral profiles linked to the negotiation situations.

## Content:

- Developing your negotiation style
- Tough vs soft negotiators
- Motivation - Approach - Emotion
- Your style/Self assessment
- Establish trust and building relationships
- Conflict resolution
- Repair broken trust
- Power, Persuasion and Ethics
- Persuasion techniques
- Lie detection
- Cross culture negotiations

## Training situations:

- Different types of conflicts
- Problem solving negotiations
- Claims negotiations
- Multiple party negotiations

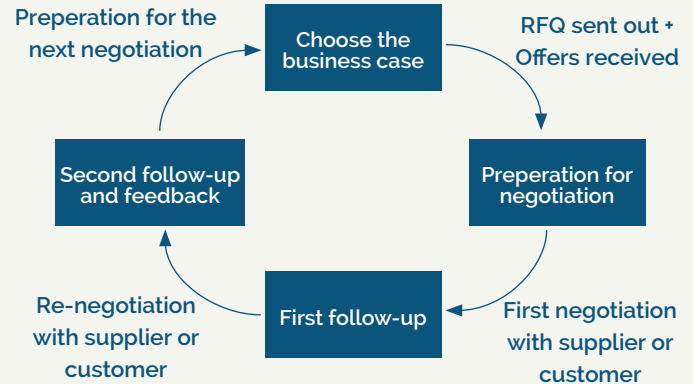
# CATEGORY NEGOTIATION / YEARLY NEGOTIATION

3-5 days

We have created a very successful coaching program where we use your forthcoming negotiations as training cases. We coach you through your yearly negotiations with your business partners.

In the "Category Negotiation" we use your category/sales demands as negotiation cases. Together with your team we prepare the category or sales strategy and build up the negotiation case. We coach the team through the business situation they are currently in. The cases we will be using are the real business situations, that is your requirements, RFQ or offers from business partners that are active during the negotiations. The coaching is laid out in several steps where every step in the negotiation process is evaluated and creates the next step. When the negotiations are finished with your suppliers or customers, we do an evaluation and decide how to move into the re-negotiation.

The goal is to receive support in a real situation from professional negotiation coaches. And that you as a Business Development Manager or Category Manager can use this set up on your own category year after year. A train-the-trainer set up.



## Content:

- Category/Sales strategy
- Negotiation strategy
- Negotiation planning
- My negotiation profile
- Counterparts profile
- Argumentation techniques
- Personal feedback

# THE NEGOTIATION EXCELLENCE PROGRAM

Purchasing / Sales cases for different product or service areas:

- Industry
- Retail
- Automotive
- Construction
- Real Estate
- Leasing / Tenant
- Transport solutions
- Service Business
- Life science
- Service & Maintenance

All business cases are customized linked to your own specific challenges

## SOME REFERENCE CUSTOMERS

IKEA, Ballingslöv, Bergendahls, Schneider Electric, Getinge, Atlas Copco, EON, Lamiflex, Lindab, MEGA Ryssland, Bravida, Eleiko, Regin, Kinnarps, Uniper, Exxon Mobil, BBGruppen, Isover, Avure, SOBI, HPtronic, Roxtec, Cramo, Foodimpex, Husqvarna, Duni, Fiskars, Flexlink, Lekolar, Miltronic, PEAB, Granit, Plastal, Profilgruppen, BSH, Svenska Mässan, Veidekke, Cementa, Höganäs, Swemaint, Cejn, Volvo, Glitter, Epiroc, Scania, ELON, NIBE, Floatel, ASSA-ABLOY, Toyota Material Handling.


"In Business As in Life -  
You Don't Get What You  
Deserve, You Get What  
You Negotiate"

Now in Swedish, English & German.

## MEET ONE OF OUR TRAINERS

**Sigfrid Rytten** is one of Sweden's most experienced trainers and consultants in Purchasing, Category Management, Sourcing and Negotiation. He has run a large number of international change and savings projects in the Supply Chain area, and over the years he has taught thousands of business people around the world purchasing / sales and negotiation technique.





**The Negotiation Excellence Program** has been performed in many locations around the world and translated into several local languages. The program modules are adapted to the different companies requirements and are the base of the program.

## More courses at Scandinavian Purchasing Group:

- Sourcing Excellence Program
- SQA Academy
- Master Classes
- Category Management
- Cost Management
- Sourcing Academy
- Business Law
- Supply Chain Management
- Sales Management
- Key Account Management

*Scandinavian Purchasing Group is a consulting company fully specialized in developing the Supply Chain function of companies and organizations. We identify and develop people who are passionate about their task. We only do one thing and we do it all the time - supporting managers and specialists in the supply chain. Our coaches and consultants are some of the best in their areas and we create commitment and motivation among the participants we develop.*

[www.purchasing.se](http://www.purchasing.se)

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