BLACKBIRD FOR TRAINING

Professional Certificate in Negotiation Skills

25 – 29 October 2027
Baku (Azerbaijan)



Professional Certificate in Negotiation Skills

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Introduction

The Professional Certificate in Negotiation Skills is designed to strengthen the ability to negotiate with vendors, manage difficult discussions, and make firm decisions when business continuity, cost, service quality, and delivery commitments are at stake.

In technology-driven environments, negotiation is rarely limited to price. It often includes service levels, system performance, implementation timelines, change requests, contract obligations, vendor accountability, and long-term operational impact. This makes negotiation a critical management capability, especially when decisions are difficult, sensitive, or likely to affect internal teams and external partners.

This three-day course focuses on practical vendor negotiation skills and the ability to make necessary, difficult decisions based on evidence, risk, value, and business priorities. The program moves from negotiation preparation, to vendor discussion techniques, and finally to decision-making, pressure handling, and follow-up planning. The content is aligned with the course title Professional Certificate in Negotiation Skills and the required focus on taking difficult decisions and vendor negotiation skills.

Course Objectives

By the end of this course, participants will be able to:

- Understand negotiation as a structured business process.
- Prepare negotiation objectives, limits, alternatives, and fallback positions.
- Analyze vendor interests, strengths, weaknesses, and dependencies.
- Negotiate service levels, cost, timelines, scope, and contract expectations.
- Manage vendor resistance, delays, excuses, and performance gaps.
- Use facts, evidence, and contract terms to support negotiation positions.
- Take difficult decisions based on risk, cost, impact, and long-term value.
- Communicate firm decisions without damaging professional relationships.
- Handle pressure, objections, and competing internal expectations.
- Build stronger internal alignment before and after vendor negotiations.
- Document negotiation outcomes, decisions, and follow-up actions.
- Develop a practical vendor negotiation and decision roadmap.



Course Outlines

Day 1: Negotiation Preparation and Business Positioning.

- Understanding negotiation as a disciplined process, not an improvised conversation.
- Identifying negotiation situations in vendor contracts, service delivery, technology projects, renewals, and change requests.
- Defining negotiation goals, acceptable limits, alternatives, and non-negotiable points.
- Understanding the difference between vendor positions and real vendor interests.
- Mapping internal stakeholders before entering vendor discussions.
- Assessing dependency on the vendor and the risks of weak negotiation.
- Preparing evidence from performance reports, service history, incidents, costs, and contract terms.
- Building a negotiation brief that clarifies the issue, desired outcome, risks, and decision options.
- Avoiding common mistakes such as emotional reactions, unclear concessions, and weak preparation.
- Practical exercise on preparing a negotiation plan for a vendor performance issue.

Day 2: Vendor Negotiation Skills and Managing Difficult Discussions.

- Understanding vendor negotiation dynamics in technology and service environments.
- Negotiating price, scope, timelines, service levels, support commitments, and escalation terms.
- Managing vendor pushback, excuses, delays, and attempts to shift responsibility.
- Using facts and contract references to strengthen the negotiation position.
- Asking structured questions to uncover constraints, options, and hidden interests.
- Communicating firm requirements clearly while maintaining a professional relationship.
- Balancing short-term operational needs with long-term vendor accountability.
- Handling discussions related to renewals, upgrades, service failures, and cost adjustments.
- Role-play conducting a challenging vendor negotiation meeting.
- Workshop on turning a tense negotiation into agreed actions, owners, and deadlines.

Day 3: Difficult Decisions, Trade-Offs, and Negotiation Follow-Up.

- Understanding why some decisions are uncomfortable but necessary.
- Evaluating difficult choices such as vendor replacement, escalation, budget reduction, project delay, or service scope change.
- Comparing options based on risk, cost, continuity, service quality, stakeholder impact, and future value.
- Using decision criteria to reduce emotional pressure and internal conflict.
- Knowing when to compromise, when to escalate, and when to hold the position.
- Communicating difficult decisions with clarity, professionalism, and evidence.
- Managing internal alignment after a difficult negotiation outcome.
- Building action logs to track vendor commitments after agreement.
- Preparing executive updates on negotiation status, risks, decisions, and next steps.
- Final application on developing a vendor negotiation and difficult decision roadmap.



Why Attend This Course: Wins & Losses!

- Strengthen negotiation confidence in vendor and technology-related discussions.
- Improve preparation before entering difficult negotiation situations.
- Negotiate better outcomes around cost, quality, timelines, and service levels.
- Build the ability to make difficult decisions with stronger structure and evidence.
- Reduce weak concessions caused by pressure or unclear priorities.
- Improve handling of vendor resistance and repeated delays.
- Protect organizational value while maintaining professional vendor relationships.
- Improve internal alignment before negotiation decisions are made.
- Use facts, data, and contract terms more effectively.
- Strengthen follow-up after negotiations to ensure commitments are implemented.
- Improve communication during escalations and sensitive vendor discussions.
- Build a practical approach for long-term vendor management improvement.

Conclusion

The Professional Certificate in Negotiation Skills provides a focused, practical framework for managing vendor negotiations and difficult business decisions in technology-driven environments.

The course begins with structured negotiation preparation and business positioning, then moves into vendor negotiation techniques and difficult discussions. It concludes with decision-making, trade-off analysis, follow-up discipline, and executive communication.

This program treats negotiation as a management capability that protects value, improves vendor accountability, and supports better decision-making. It also addresses the reality that some decisions may be uncomfortable but necessary when service quality, cost, continuity, or long-term performance is at risk.

By the end of the course, participants will be better prepared to negotiate with vendors, handle pressure, take well-supported difficult decisions, and build stronger follow-up practices that improve vendor performance and organizational outcomes.

