

ENS Enlightened Negotiation, Influencing & Stakeholder Engagement



Target Group Any person leading or supporting negotiations (typically sales/ account management /sourcing teams, but also support functions like commercial finance, legal, operations and even buyers)

Expected outcome The participants will achieve more successful negotiation and influencing outcomes as they will be better able to:

- Diagnose the underlying negotiation and influencing process
- Understand what drives the other party
- Identify and manage the differences between how we negotiate and what we negotiate about
- Use flexible styles intentionally
- Manage the 'atmospherics'

About me?

- > I struggle to understand and react on negotiation tactics used by the other party
- > During most negotiations, I do not feel in control of the process
- > I tend to react too emotional when under pressure during negotiations
- > I fear to negotiate because it always costs me money
- > How can I deal with the power of the Other Party?
- > How can I prepare for an important negotiation?

Content Introduction of the ENS model and systematic preparation methodology, and provides participants with opportunities to work on their own current or upcoming negotiation within the ENS framework. The ENS model is powerful and practical, a holistic approach to negotiation that is flexible enough to work in all influencing situations.

Competencies The participants will enter the very next negotiation with enhanced skills and confidence in ability to influence others and successfully negotiate the outcomes desired.

- Employ a wider range of tactics to alter the balance of power
- Structure and use language to gain cooperation
- Intentionally manage the sequence of the influencing process
- Prepare more systematically to their advantage
- Lock-in commitment to lasting agreements

Approach	 Personal	•	 Debate and discussion	•
	 Interactive	•	 Buddy coaching	
	 Game or case	•	 Personal feedback	•
	 Action learning	•	 Voluntary assessment	