

Purchasing—do you need help in Negotiations Strategies?



FUNDAMENTALS OF NEGOTIATION Part 1

Five Hour Seminar – 5 CEH

Schedule: Friday May 17, Price \$495

Seminar Description:

During this 5-hour negotiation class, we will cover the basics of negotiation including:

- How to prepare for a negotiation
- Topic
- Ranges
- BATNA (best alternative to negotiated agreement)
- Negotiating Styles
- The Plan-Do-Check-Act model framework
- Understanding the objectives of the negotiation
- Understanding the market
- Porters Five Forces
- SWOT analyses
- Triangle Talk
- Bargaining Zone Example
- Concessions
- Win-Win vs Win-Lose
- Negotiation Exercise
- Wrap-up / review

For the Negotiation Exercise, we will break out into groups. There will be pre-work to divide the group into teams of 3-4 people and to have an equal number of teams that will be Suppliers and equal number of Buyers. The teams will have time to go through prep work and then will participate in a recorded mock negotiation. After the negotiation exercise is complete, we will have a wrap-up session to review and critique the negotiations.

In Collaboration with ISM-Pittsburgh and Duquesne University

Class to be held in person at Duquesne University's Rockwell Hall. Parking available at The Garage at Manor Complex, 564 Forbes Avenue—just a half block from Duquesne's Rockwell Hall. 10% discount to ISM members, Duquesne Alumni and companies sending five or more employees.

Register at <https://pittsburgh.ismworld.org/>

NOTE: Minimum of five registrants required or class may be cancelled.

OUR INSTRUCTOR:

Prof. Wendy Serapiglia

Wendy is an Instructor in the Supply Chain Management Department at Duquesne University. Wendy teaches Supply Chain and Operations Management and Purchasing classes in the undergraduate and graduate level.

Prior to joining Duquesne University, Wendy spent 24 years working in Pittsburgh with large, international manufacturing companies. Her love of the Spanish language and culture helped set the stage for working in International Business. As a Business Project Analyst, she worked as the liaison between PPG's Business group and IT team to implement a new Order Entry system. After that, she transitioned into her first Supply Chain and Transportation role where she worked on several global projects. When PPG divested their Automotive Glass Group in 2008, she moved to PGW (Pittsburgh Glass Works) and managed their Import and Export Compliance group. After three years at PGW, she joined MSA as the Global Transportation



Manager in 2011. In this role, she worked to reduce logistics cost, improve time in transit and quality and ultimately enhance value for MSA Stakeholders. In 2017, she was promoted to the position of Global Logistics Manager. Wendy is a board member for ISM Pittsburgh and ASCM Pittsburgh Forum.



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