

The Essentials of NEGOTIATION

MASTERCLASS TRAINING



with Jonathan Dutton FCIPS

Recently revised,
restructured and fully-
updated for 2026

“LIVE and F2F”
in the room

- ONE day or TWO day versions

A life skill



THE CONTENT

This workshop includes eclectic contributions to negotiation and its application within the procurement profession fused with established procurement theory and real-life examples from numerous case studies.

It does not follow a single prescribed school of negotiation thinking, but rather draws upon several – focussing more on what works in the context of modern everyday procurement challenges in the meeting room!

Participants will also gain a real insight into using five key negotiation tactics in a procurement context.

Hands-on group exercises and group discussions will also inform participants, well beyond explanation, case studies and a healthy slide deck to takeaway. Recommended texts – available from Amazon – also help many people learn the art & science of negotiation.

" Master the principals of good negotiation in a commercial context in just a single day"

THE PARTICIPANTS

This programme is designed for experienced procurement practitioners at all levels – but with some hands-on experience negotiating with vendors and others.

The core essentials to master negotiation in a procurement context are included, as are some modest elements from the advanced negotiation programme. These are more illustrative than substantive on this course.



THE ESSENTIALS OF NEGOTIATION

A ONE-DAY PROGRAMME COVERING THE ESSENTIALS OF MODERN EVERY-DAY NEGOTIATION FOR BUSY PROCUREMENT PRACTITIONERS



KEY CONTENT IN THIS WORKSHOP:

- What is negotiation?
- The schools of negotiation approaches
- Objective setting in negotiation
- Conditioning
- Knowing your BATT
- The FIVE methods of Persuasion
- Negotiation preparation
- Your most important negotiation – always
- The art & Science of Negotiation
- How to be WARM & TOUGH not COLD & SOFT
- The Rapport Matrix
- Negotiation tactics & ploys
- Taking the WIN – and how the FBI do it?
- The key phases of negotiation
- Basic mirroring

BY THE END OF THIS WORKSHOP, YOU WILL:

1. Understand the essentials for successful negotiation in a modern procurement context
2. More confidently manage vendors, suppliers and colleagues through a basic negotiation
3. Utilise a core range of five core negotiation tools, techniques and approaches to select from to suit your situation
4. Have direction for further learning on NEGOTIATION as a major sub-topic of procurement

APPROACHES WE WILL LIKELY USE SOME/ALL OF :

1. PowerPoint slide presentation – with takeaway deck
2. Handouts
3. Group discussions
4. Group exercises – in pairs, in groups or as a whole group
5. Video playback
6. Case Studies
7. Negotiation theory explainers
8. Recommended reading

WHAT PREVIOUS ATTENDEES HAVE SAID about training with JD:

"I went into the course with a relatively low expectation of receiving mountains of theory and not so many practical examples. To my absolute delight I found Jonathan's delivery to be extremely energetic. His ability to call on practical examples for almost every scenario discussed was outstanding. The examples were very real and stretched across many industries, scenarios and often strayed well beyond his own personal experiences."

Group Procurement Mgr Major Australian Corporation

"Engaging, enjoyable and informative with real-life, current examples. In my 30+ years as a procurement professional I've attended many courses and workshops. This one ranks up there with the best JD's style challenged as well as informed and created genuine participation and debate from the course members."

Phil Partridge Procurement Manager Electrix

"The course was absolutely fantastic and Jonathan was a breath of fresh air, especially his knowledge & personal experiences he shared with us. I took away so much from the course I would recommend it to anyone in my field."

Arvind Mistry Purchasing Co-ordinator Genea



PAST ATTENDEES

Around 1,000 past attendees of JD's training programmes over the last 10 years have included executives from well over 100 organisations such as;

Rio Tinto
BHP Billiton
CBA
Aldi
Novartis
Foxtel
Yan Coal
Petronas
Oil Search
Bluescope
GM Holden
EY
PWC
Cochlear
Parmalat
Monash University
Bureau Veritas
Dept Justice VIC GOVT
Rheem
Genea
Dept of Defence
TAL

Bethanie Group
TNT Australia
Ramsay Health
LEMC
Fisher & Paykel
HPV
QLD Health
Gold Coast Health
Asciano
VIC Govt DEECD
LGP NSW
Jemena
Nufarm
University of Otago
Dept of Health NSW
SA Health
Primary Care Network
DFAT
SITA
GWF
Total Oil & Petroleum
Dept of Transport QLD

Nexans Olex
PowerCor
AusNET
TransGRID
Flight Centre
WALGA
SLV VIC GOVT
Deakin University
RMIT University
DELWP VIC GOVT
PowerCor
Rheinmetall
Workcover QLD
AngliaCare
Jeddah Healthcare
Schneider Electric Bahrain
Oil
QLD Health (MNP)
Ego Pharma
RAAFA
Essel Group
First Abu Dhabi Bank
Wilmar Sugar

WALGA
University of Otago
Sydney Catchment
Newcastle Bldg Society
JPMC Hospitals Brunei
DTF Morocco
Govt Brunei Oil Corp
Doha Hospital
BioCon
Sharjah CC
Hanson
EGO
Pharma
VIC State Library
RAAFA
LG Electronics
Evolution Mining
Todae Solar
JTC Singapore
Air New Zealand
BNZ

and many more ...



BUILDING STRATEGIC CAPABILITY

JD'S TRAINING BACKGROUND

Jonathan Dutton FCIPS has developed and delivered training courses throughout his career of over 35 years. Particularly he has developed & delivered innovative and leading-edge material for both procurement professionals and sales teams alike – sometimes both at the same time, such as ‘The Training Sales Simulator’ he developed for the QANTAS sales team back in the 1990s.

CIPSA and PASA

Jonathan devised, planned and launched from scratch the CIPSA Training business whilst he was CEO between 2004-13 – a business delivering over 250 training days a year at its peak, as the largest provider of public procurement training in Australia, plus the full MCIPS assessed programme. As the CEO of PASA he led their conferences, events & training programmes for over 3 years 2020-23 and still remains their chief content creator and inspiration for the PASA CONNECT programme of online sessions. He is currently a tutor on the MCIPS programme.

Training Design

Since 2013, Jonathan has personally developed and delivered several different training programmes for over 1,000 attendees in total. These programmes include private training programmes for organisations such as Holden, DFAT, Victorian & QLD Govts, SA Health, AusNet, Fisher & Paykel NZ, RMIT, Supply Clusters and across six countries.

MORE ABOUT JONATHAN DUTTON FCIPS
AND HIS TRAINING CREDENTIALS ARE AT
www.jdconsultancy.com.au/training

Strategic Procurement

By far the most successful programme is the original two-day STRATEGIC PROCUREMENT LEADERSHIP workshop (herein) for procurement managers delivered some 52 times by end 2024 and updated each time – twice substantially – including in DEC 2024. The programme includes the latest thinking, best practices, recent research mapped to standard and non-standard theory.

Previous Attendees

Around 1,000 previous attendees have included executives from organisations such as Rio Tinto, BHP Billiton, Telstra, Novartis, Foxtel, most state govts, Petronas, Oil Search, Bluescope, EY, PWC and many, many others.

JD Approach

JD has gained a reputation for engaging presentation work built on real substance and great content, using a wealth of real examples and case studies, delivered in a vibrant, informative and interactive way with real passion, gentle irony and dry humour.

TERMS AND CONDITIONS

This programme is delivered through JD Consultancy Pty Ltd (JDC) by Jonathan Dutton FCIPS personally.

Workshop Agenda – JDC reserve the right to alter or amend the programme without notice to delegates.

Public courses – are offered for certain dates but will only run if sufficient delegates book and make it viable – which is most times, fortunately.

Private and public courses and training programmes are also retailed or sold through others from time to time. Dates for all courses are subject to change by JDC at all times.

Attendance – Public delegates are required to pay in advance by invoice, direct EFT transfer or by credit card with Australian GST charged at the prevailing rate. Delegates unpaid before the course start date may not attend. Card surcharges apply. Private clients pay a non-refundable deposit and the balance post-course.

Cancellation Terms – Any public course cancellations must be received in writing/email at least 14 working days prior to the start of the course. An admin charge of \$250 pp may apply. No refunds will be given after this date. Substitutions are allowed at any time. Private clients may cancel at any time, but lose their deposit if cancelled within three months, or 100% fees apply if cancelled within three weeks.

Communications – By registering for this event you agree to receive email communications from JDC. You may unsubscribe at any time. In order for you to receive communications relevant to the event, delegates must offer a valid email address & preferably mobile number. For online courses a suitable computer device is required and access to ZOOM.

Copyright – JDC retain copyright on all their original material and respect the sources and rights of others' IP delivered within the programme. No material may be copied or distributed by delegates without JDC prior permission. All rights are reserved. No recordings permitted other than official JDC tape.

