PROGRAM SYLLABUS

Negotiation for Procurement Professionals

Online Certificate Program

Last update: October 16, 2026



PT Procurement Tactics

An overview

What can you expect of this program?

Negotiation for Procurement Professionals

This course is designed to help procurement professionals become more confident and effective negotiators, a critical skill for achieving stronger supplier agreements and better commercial outcomes.

You will begin by learning how to recognize different negotiation situations and choose the right approach for each one. We will explore the Dynamic Negotiation Framework, including supplier dependency, negotiation variables, power, trust, time, and other factors that shape the negotiation environment.

We will walk you through practical negotiation preparation and planning, from aligning your negotiation strategy with business goals to understanding your counterpart, assessing power, defining objectives, preparing concessions, and identifying your negotiation boundaries.

Throughout the course, you will develop the practical skills needed to manage the negotiation itself. This includes opening the discussion effectively, asking the right questions, handling objections, influencing your counterpart, making concessions strategically, and closing the deal with clear and sustainable agreements.

- **Online,** *self-paced learning*
- **Subtitles** *in 5 different languages*
- *Negotiation* ***Templates***
- *Interactive* **case studies**
- **8-16 hours** *study material*
- **12 months** *course access*
- *Official* **certificate** *upon completion*
- ***Ready-to-use prompts*** *you can copy/paste*
- **60-day money-back** *guarantee*



– Marijn Overvest, founder Procurement Tactics

★★★★★

200+ companies trust us

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About Your Instructor

Marijn Overvest

Your instructor for this course is Marijn Overvest, the Founder of Procurement Tactics. With over 15 years of experience, Marijn has worked on deals worth over €500 million with companies like Heinz and Unilever and has trained more than 200 procurement teams worldwide.

Marijn is passionate about helping procurement professionals learn and grow. He is always looking for new ways to improve his own knowledge and share what he's learned. His experience includes working on negotiations, sustainability, and building strategies in industries like FMCG (retailers and suppliers), aviation, and pharmaceuticals.

With Marijn's practical advice and stories from personal experience, you'll learn how to improve your procurement skills and achieve better results for you and your company.



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Learning objectives

And take your career to the next level

What you will learn

Recognize different negotiation situations and choose the right approach

Use the Dynamic Negotiation Framework to assess dependency, negotiation variables, power, and context, and adapt your negotiation style accordingly.

Prepare and plan negotiations with confidence

Align your negotiation with business objectives, understand your counterpart's interests, assess power, define your goals, and establish your negotiation boundaries before entering the discussion.

Build a strong negotiation strategy

Use BATNA, reservation price, ZOPA, carrots and sticks, stakeholder alignment, and negotiation styles to create a structured plan for your supplier negotiations.

Open negotiations effectively

Learn how to set the tone and agenda, decide when to make the first offer, use anchoring strategically, and frame your proposals to influence how they are perceived.

The perfect fit for

Designed for procurement professionals, buyers, category managers, and sourcing specialists looking to strengthen their negotiation skills and drive better supplier outcomes. Ideal for anyone who prepares and leads supplier negotiations, handles objections and concessions, or wants to negotiate with more confidence; from those new to negotiation to seasoned professionals ready to move from instinctive to structured, strategic negotiation.

Understand positions and uncover underlying interests

Look beyond what suppliers say they want, identify the interests behind their positions, and use those insights to create better negotiation opportunities.

Handle objections and trade negotiation variables effectively

Develop the skills to respond to supplier resistance, ask effective questions, exchange concessions conditionally, and recognize when to continue negotiating or walk away.

Use negotiation tactics to influence your counterpart

Apply practical influencing tactics while adapting your approach to new information and changes in the negotiation environment.

Close negotiations and create stronger agreements

Bring negotiations to a clear conclusion and create balanced, practical agreements designed to support sustainable supplier relationships and long-term value.

Use AI to strengthen negotiation preparation and practice

Use AI as a research, preparation, role-play, and sparring partner while understanding the importance of fact-checking and protecting confidential information.

Curriculum structure

Practical. Comprehensive. Game changing.

Module 1: **Negotiation Foundations & Negotiation Environment**

8 lessons

- The Importance of Negotiation
- The Dynamic Negotiation Framework
- Factors That Affect the Position of Your Supplier Negotiations
- Quadrant 1: The One-Shot
- Quadrant 2: The Puzzle
- Quadrant 3: The Pressure Zone
- Quadrant 4: The Alliance
- Shifting Around the Framework

Module 2: **Negotiation Preparation and Planning**

10 lessons

- Intro to Negotiation Strategy Creation
- Empathy: Getting Into Your Counterpart's Mind
- Power Balance and how to compare suppliers
- Important Negotiation Styles
- BATNA
- Qualitative and Quantitative Negotiation Goal Setting
- Carrots and Sticks
- Reservation Price and ZOPA
- The importance of Internal Stakeholder Management
- AI as a Tool in Negotiation Preparation

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Curriculum structure

Practical. Comprehensive. Game changing.

Module 3: **Opening in the Negotiation**

4 lessons

- **Setting the Tone in the First Minute**
- **Who Makes the First Offer?**
- **Anchoring: The Cognitive Bias**
- **Framing: How Wording Shifts Perception**

Module 4: **Analysis & Influence with Important Negotiation Skills**

10 lessons

- **Positions vs Interests: The Iceberg Model**
- **The 5 Whys: Uncovering Real Interests**
- **Active Listening & Nonverbal Communication**
- **How to Get a YES**
- **Handling Objections**
- **Concessions & Trading**
- **When to Walk Away**
- **50 Negotiation Tactics to Use**
- **Common Mistakes Procurement Professionals Make**
- **AI as a Training Partner**

Module 5: **Deal Closing**

3 lessons

- **Recognizing Closing Signals**
- **Summarizing Agreements at the Table**
- **Documenting the Deal: The Follow-Up Email**

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MODULE 1

What you can expect

Negotiation Foundations & Negotiation Environment

In Module 1, we build the foundation for understanding negotiation and the environment in which supplier negotiations take place. You will explore what negotiation really is, why it matters in procurement, and how to recognize when a negotiation has already started.

We will introduce the Dynamic Negotiation Framework, which helps you assess each negotiation based on two key factors: the level of dependency between the parties and the number of variables involved in the negotiation. You will learn how these factors place negotiations into four different quadrants, each requiring a different style and set of tactics.

This module also explores the factors that can change the negotiation environment, including power, time pressure, trust, culture, and external circumstances. You will learn why negotiations are not static and how to recognize when a deal shifts from one quadrant to another.

By the end of this module, you will be able to diagnose various negotiation situations, select an appropriate negotiation approach, and adapt your style and tactics as circumstances change. This provides the foundation for the preparation, opening, influence, and closing skills covered in the following modules.

Content

1. Module 1 Introduction
2. The Importance of Negotiation
3. The Dynamic Negotiation Framework
4. Factors That Affect the Position of Your Supplier Negotiations
5. Quadrant 1: The One-Shot
6. Quadrant 2: The Puzzle
7. Quadrant 3: The Pressure Zone
8. Quadrant 4: The Alliance
9. Shifting Around the Framework
10. Module 1 Wrap-up

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MODULE 2

What you can expect

Negotiation Preparation and Planning

In Module 2, we focus on one of the most important parts of any negotiation: preparation. You will learn how to build a clear negotiation strategy before entering the discussion, so you can approach the supplier calm, prepared, and in control.

We will look at how to align your negotiation with your company and procurement objectives, understand your counterpart's interests and likely approach, assess the balance of power, and recognize both your own negotiation style and the style you may face on the other side of the table.

You will also learn how to define your desired outcomes, identify your BATNA, establish your reservation price and likely ZOPA, prepare carrots and sticks, and align internal stakeholders before the negotiation begins. Together, these elements help you understand where you can be flexible, where you need to stay firm, and when walking away may be the right decision.
By the end of this module, you will have a structured preparation process that you can reuse across different supplier negotiations. You will also understand how AI can support research, scenario preparation, role-play, and negotiation planning while still requiring professional judgment and careful handling of confidential information.

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Content

1. Module 2 Introduction
2. Intro to Negotiation Strategy Creation
3. Empathy: Getting Into Your Counterpart's Mind
4. Power Balance and how to compare suppliers
5. Important Negotiation Styles
6. BATNA
7. Qualitative and Quantitative Negotiation Goal Setting
8. Carrots and Sticks
9. Reservation Price and ZOPA
10. The importance of Internal Stakeholder Management
11. AI as a Tool in Negotiation Preparation
12. Module 2 Wrap-Up

MODULE 3

What you can expect

Opening Negotiation

In Module 3, we move from preparation to the moment the negotiation actually begins. You will learn how to open a supplier negotiation with confidence and control, setting the tone before the detailed bargaining starts.

We will look at how to manage the first minute of the negotiation by setting the agenda, defining the process, and creating the right atmosphere. You will also learn how to adapt your opening to the type of negotiation you are facing.

You will explore when it makes sense to make the first offer, how anchoring can influence the direction of the discussion, and how framing can change the way the same proposal is perceived by your counterpart. The focus is on making deliberate opening choices rather than reacting under pressure.

By the end of this module, you will be able to plan and deliver a strong negotiation opening, choose an appropriate first-offer strategy, create credible anchors, and frame your key messages in a way that supports your negotiation objectives.

Content

1. Module 3 Introduction
2. Setting the Tone in the First Minute
3. Who Makes the First Offer?
4. Anchoring: The Cognitive Bias
5. Framing: How Wording Shifts Perception
6. Module 3 Wrap-Up

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MODULE 4

What you can expect

Analysis & Influence with Important Negotiation Skills

In Module 4, we focus on what happens once the negotiation is underway. You will learn how to analyze what is happening at the table, understand what your counterpart really means, and use that information to influence the direction of the negotiation.

We will explore the difference between positions and interests and show you how to look beneath stated demands to uncover the motivations, priorities, and concerns that may be driving them. You will also learn how effective questioning can help you gather information and create opportunities for better agreements.

You will develop practical skills for handling objections, trading negotiation variables, managing concessions, and recognizing when to continue negotiating or walk away. The module also introduces a wide range of negotiation tactics that can help you influence your counterpart while remaining adaptable as new information emerges.

By the end of this module, you will be able to combine analysis with influence, respond more effectively to supplier behavior, and make deliberate decisions throughout the negotiation instead of simply reacting to what happens at the table.

Content

1. Module 4 Introduction
2. Positions vs Interests: The Iceberg Model
3. The 5 Whys: Uncovering Real Interests
4. Active Listening & Nonverbal Communication
5. How to Get a YES
6. Handling Objections
7. Concessions & Trading
8. When to Walk Away
9. 50 Negotiation Tactics to Use
10. Common Mistakes Procurement Professionals Make
11. AI as a Training Partner
12. Module 4 Wrap-Up

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MODULE 5

What you can expect

Deal Closing

In Module 5, we focus on the final step of the negotiation process: closing the deal. You will learn why the final stage requires just as much discipline as preparation and bargaining, and how to prevent value from being lost after both sides believe they have reached an agreement.

We will look at how to recognize verbal and non-verbal closing signals, distinguish genuine readiness from a “not yet,” and use trial closes to test whether your counterpart is ready to commit. You will also learn why it is important to confirm that the person across the table has the authority to finalize the agreement.

You will then learn how to summarize agreements clearly at the negotiation table and document what has been agreed before details start to change. This includes capturing the exact terms, timing, responsibilities, and next steps, as well as taking the lead in sending a clear written confirmation after the meeting.

By the end of this module, you will be able to recognize the right moment to close, guide the negotiation toward a clear agreement, document the outcome effectively, and protect the value you negotiated all the way from verbal agreement to final confirmation.

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Content

1. Module 5 Introduction
2. Recognizing Closing Signals
3. Summarising Agreements at the Table
4. Documenting the Deal: The Follow-Up Email
5. Module 5 Wrap- Up

Learn in demand skills

Take your career to the next level

Real-world projects

Develop practical skills through learning from real-world examples and studying dozens of inspiring case studies.

Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training program.

Personal coach & practitioner community

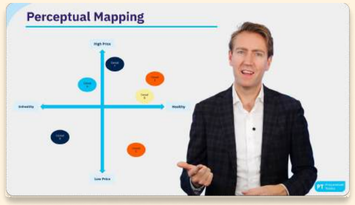
Contact your personal coach if you need any assistance or input. and collaborate with procurement professionals from around the world.



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Our Learning Methodology

Enabling learners to be outstanding



1. TELL

Learners understand facts, concepts, processes, and learn best practices.



2. SHOW

Learners see examples to bring the concepts to life.





3. DO

Learners practice skills and concepts through hands-on activities and case studies.



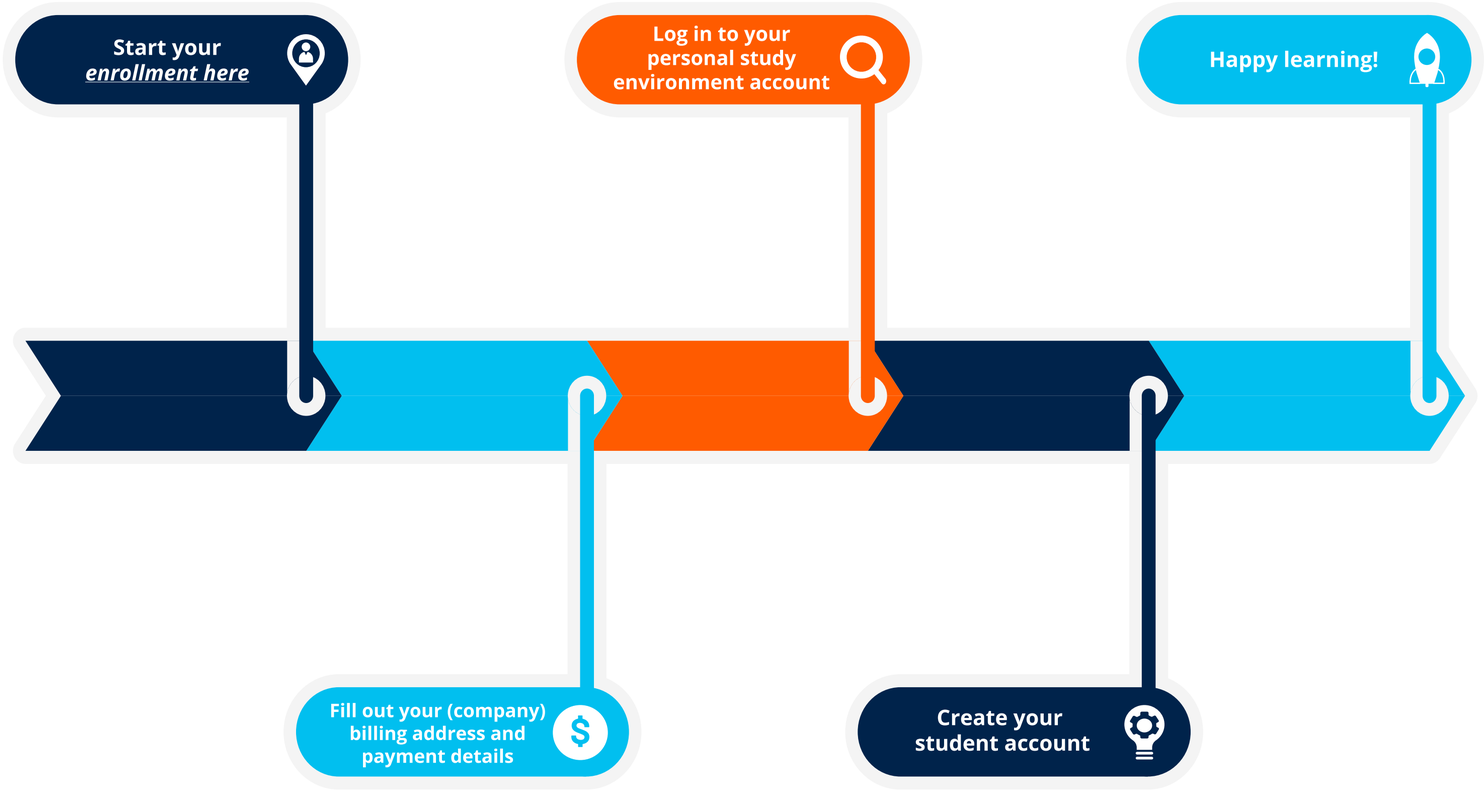
4. APPLY

Learners are given guides and templates so they can walk into their work the next day and apply what they've learned.

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How to enroll

Enroll today



Customers give us an average rating of 9.7 out of 10.

“Procurement Tactics helped my team members prepare their negotiation strategies and tactics to achieve better results. It also inspired them to leverage their skills in AI. After these trainings, my team showed more confidence and achieved better results! I highly recommend the Procurement Tactics courses to any procurement professional who wants to improve their skills!"



Jason de Gan, Supply Chain & Sourcing Leader at NRG

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