



Certified Business Negotiator (CBN)™

Course of Study

Most people instinctively go into a negotiation determined to look after their own interests, only to find that the other party is doing exactly the same thing. The unfortunate result is conflict and the inability to move the negotiations forward.

Did you know that negotiation courses are some of the most popular courses offered at business schools? Why? Because to be successful within the world of business, you must have negotiation skills. Being able to negotiate puts you at an advantage because you have more control over a situation. Whether you're negotiating a deal for your organization or negotiating a better salary for yourself, strong negotiation skills ensure you get the best deal possible.

The goal of the Management and Strategy Institute is to test your understanding of the key competencies required to function in the role of a business negotiator. The CBN exam is a timed, online exam issued at the completion of the study material. It has a required passing score of 70%.

Competencies

This program covers the following competencies:

Understanding Negotiation

- Types of negotiation
 - Learning Outcome: Understand Integrative & Distributive negotiation. Define the three stages and the skills needed for success.

Getting Prepared

- Before you begin a negotiation, you need to define what you hope to get out of it, what you will settle for, and what you consider unacceptable.
 - Learning Outcome: Define WATNA, BATNA, and WAP. Identify ZOPA. How to prepare personally.

Laying the Groundwork

- Consider other aspects of preparation: setting the time and place, establishing common ground, and creating a negotiating framework.
 - Learning Outcome: Setting the time and place, establish common ground, create a framework. Define the process: Preparation, Opening Position, Bargaining, Movement, Closing.

Phase One — Exchanging Information

- Both sides state their positions on the issues being addressed in a non-confrontational way.
 - Learning Outcome: The student will be able to understand how to start a negotiation, what information to share and what to keep private.

Phase Two — Bargaining

- Now we have reached the heart of the negotiation process. This phase — bargaining — is what most people mean when they talk about negotiation.
 - Learning Outcome: The student will understand what to expect from a negotiation. Techniques to try, how to break an impasse.

Mutual Gain

- Focus on interests. Once parties in a negotiation commit themselves to a position, they feel that changing their position represents failure.
 - Learning Outcome: Positional Soft, Positional Hard, Interest Bargaining. Understanding mutual gain and creating a solution. What do both parties want.

Phase Three — Closing

- The final phase of a negotiation is a time for reaching consensus and building an agreement.
 - Learning Outcome: The student will understand how to reach consensus and building an agreement.

Dealing with Difficult Issues

- Most people are willing to negotiate in good faith. They don't resort to tricks or intimidation. Every once in a while, though, you might encounter someone who takes a less principled approach.
 - Learning Outcome: Being prepared for environmental tactics, dealing with personal attacks, controlling your emotions. Deciding when to walk away.

Negotiating Outside the Boardroom

- Negotiating isn't just something that takes place in conference rooms.
 - Learning Outcome: The student will understand adapting the process for smaller negotiations. Telephone & email.

Negotiating on Behalf of Someone

- Negotiating on behalf of someone else presents some special challenges.
 - Learning Outcome: Choosing the negotiating team, dealing with tough questions.

Game Theory

- Game theory is the study of mathematical models of strategic interaction among rational decision-makers. Originally, it addressed zero-sum games, in which each participant's gains or losses are exactly balanced by those of the other participants. Over the years game theory models have expanded into many different areas, including negotiation tactics.
 - Learning Outcome: Understand The prisoner's dilemma, additional negotiation strategies.

Learning Resources

Recommended:

Material included with your purchase is recommended reading.

- Free online training material provided by MSI. The material includes everything you will need to learn to pass the exam. This material is included for free with the purchase of your exam. It is in digital form, and available immediately after payment.

Optional:

This material is not required, however it will assist you in becoming CBN Certified.

- Roger Fisher, William L. Ury, Bruce Patton (May 3, 2011), Getting to Yes: Negotiating Agreement Without Giving In, ISBN-13 : 978-1844131464
- Chris Voss, Tahl Raz (May 17, 2016), Never Split the Difference: Negotiating As If Your Life Depended On It, ISBN-13 : 978-0062407801

Preparing for Success

In order to successfully complete the CBN exam, you will need to make sure you have the appropriate resources to support your learning.

- A quiet location, free from distraction.
- Internet access.
- Current (newest) version of Internet Explorer, Firefox, or Chrome browser.
- Take study notes while going through the training.
- When you are ready to take the exam, you should allot 2-hours of time.

Frequently Asked Questions

What happens if I fail the exam?

- You are given two additional attempts to pass the exam at no additional cost.