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COURSE BROCHURE

Advanced Commercial Negotiation Training Course

26 July – 6 August 2027
Vienna

Advanced Commercial Negotiation Training Course

Ref: 535_19842 **Date:** 26 July – 6 August 2027 **Location:** Vienna **Fees:** 10600 GBP

Commercial Negotiation is an advanced 2-week training course for commercial managers, key account managers and procurement and contracts leads who build a Commercial Negotiation Deal Plan for a live supplier or customer agreement. Input costs, payment pressures and tighter margins now make every percentage point and every contract clause matter to profit. Jupiter Prime Training delivers this course for professionals who sit on either side of the commercial table.

Why Commercial Negotiation Matters Now

Three forces sharpen commercial negotiation today: volatile input and freight costs that unsettle agreed prices, buyers armed with benchmarking data and e-sourcing tools, and finance teams that track working capital through payment terms. A business that models deal economics and plans concessions protects margin and cash; one that negotiates on headline price alone gives away value in rebates, credit days and liability. The course draws on total cost of ownership TCO analysis, contribution margin and price-volume modelling, service level agreement SLA design and established practice in contract risk allocation.

Who Gains Most from Commercial Negotiation

- Key account managers who negotiate annual pricing, rebates and joint plans with major customers
- Commercial managers who approve discounts and set deal guardrails
- Procurement leads who negotiate supply agreements, tenders and price reviews
- Contracts specialists who settle liability, payment and service level clauses
- Account and supplier managers who handle renewals, variations and claims

A deal team that brings sales, procurement, finance and contracts together gains most when its members attend as a group and agree one set of pricing and concession rules.

Commercial Negotiation Capabilities

Participants learn to negotiate the full commercial package rather than the unit price alone.

- Calculate deal economics including margin, volume, rebates and cost to serve — commercial directors approving terms
- Design price and discount guardrails with walk-away thresholds — sales teams quoting with confidence
- Weigh trade-offs between price, payment terms, volume and duration — finance partners protecting cash
- Specify liability caps, warranties and service levels that balance risk — legal and operations reviewers
- Test renewal, price-adjustment and claims positions against evidence — account owners defending value
- Build a deal plan with concession map, red lines and approval routes — the deal sponsor signing off

Key Commercial Negotiation Terms

- Total cost of ownership TCO — the full cost of buying, using and disposing of a product or service, beyond its purchase price.
- Walk-away price — the least favourable price or margin at which a party will still sign the agreement.
- Concession map — a pre-planned list of tradeable terms, each valued for both sides, with what to ask in return.
- Price adjustment clause — a contract term that changes price in line with an agreed index, cost driver or event.
- Liability cap — a contractual limit on the amount one party must pay the other for losses or breach.
- Service level agreement SLA — measurable performance commitments, with remedies or credits when they are missed.

Commercial Negotiation Day by Day

Day 1: The Commercial Negotiation Arena

- Buyer and Seller Power Mapping — Reading Leverage on Each Side
- Commercial Negotiation Lifecycle — From Tender to Renewal
- Value Versus Price Conversations — Moving Talks Beyond Unit Cost
- Deal Sponsor and Approval Map — Clarifying Authority Before Talks
- Commercial Ethics and Competition Boundaries — Avoiding Improper Information Exchange

Day 2: Deal Economics and Pricing Logic

- Contribution Margin and Cost-to-Serve Models — Pricing Deals Profitably
- Price-Volume-Mix Analysis — Judging Discount for Volume Requests
- Total Cost of Ownership Comparison — Framing Offers in Buyer Terms
- Should-Cost Modelling — Challenging Supplier Price Build-Ups
- Walk-Away Price Calculation — Setting Floors and Ceilings

Day 3: Pricing and Discount Negotiation

- Discount Guardrails and Approval Matrix — Controlling Margin Leakage
- Rebate and Volume Tier Structures — Rewarding Real Growth
- Price Increase Communication — Defending Rises With Evidence
- Value-Based Price Justification — Linking Price to Customer Outcomes
- Competitive Quote Handling — Responding Without a Price War

Day 4: Trade-Offs and Concession Planning

- Tradeable Variables Inventory — Listing Every Lever Beyond Price
- Concession Map and Valuation — Pricing Each Give and Get
- If-Then Proposal Technique — Making Every Concession Conditional
- Package Offers — Presenting Combined Terms Instead of Single Items
- Red Lines and Escalation Triggers — Protecting Non-Negotiable Terms

Day 5: Payment Terms and Commercial Risk

- Payment Terms and Working Capital — Valuing Credit Days in Cash
- Advance Payments, Retentions and Guarantees — Securing Performance
- Currency and Commodity Exposure — Allocating Volatility Risk
- Price Adjustment and Indexation Clauses — Sharing Cost Movements Fairly
- Credit Risk Assessment — Setting Limits for New Customers

Day 6: Liability, Warranties and Service Levels

- Liability Caps and Exclusions — Balancing Exposure Against Price
- Indemnities and Insurance Requirements — Matching Cover to Risk
- Warranty Terms and Remedies — Defining What Happens When Products Fail
- Service Level Agreement Design — Choosing Measurable Performance Indicators
- Service Credits and Termination Rights — Enforcing Performance Proportionately

Day 7: Tender and Supplier Negotiations

- Request for Proposal Clarification Strategy — Shaping Terms Before Award
- Best and Final Offer Rounds — Managing the Last Concession
- E-Auction Preparation — Deciding Bid Floors and Exit Points
- Supplier Preferencing Matrix — Reading How Suppliers See the Account
- Framework and Long-Term Agreements — Locking Value Over Several Years

Day 8: Key Account and Customer Negotiations

- Joint Business Plan Negotiation — Trading Investment for Growth Commitments
- Customer Procurement Tactics — Recognising and Countering Pressure Plays
- Multi-Year Pricing Agreements — Balancing Stability and Flexibility
- Cross-Selling Within Negotiations — Expanding Scope Instead of Cutting Price
- Deal Review With Finance — Validating Profitability Before Signature

Day 9: Renewals, Variations and Claims

- Renewal Negotiation Playbook — Starting Early With Performance Evidence
- Contract Variation and Change Orders — Pricing Scope Changes
- Claims Preparation and Evidence Files — Supporting Recovery of Costs
- Dispute Escalation Ladder — Settling Before Formal Proceedings
- Relationship Repair After Hard Bargaining — Preserving Future Business

Day 10: Practising the Commercial Negotiation Deal Plan

- Deal Economics Summary — Applying Margin and TCO Models
- Concession Map and Red Lines — Confirming Tradeable Terms
- Contract Terms Position Sheet — Fixing Payment, Liability and SLA Stances
- Live Deal Simulation and Debrief — Testing the Plan Under Pressure
- Commercial Negotiation Deal Plan — Presenting Terms for Sponsor Approval

Applying Commercial Negotiation After the Course

- Build a concession map and walk-away price for the next major renewal and agree it with finance before the first meeting.
- Review one active contract's payment, liability and service level clauses and prepare improved positions for its next variation.

Commercial Negotiation Questions FAQ

What is advanced commercial negotiation and why does it matter now?

Advanced commercial negotiation is agreeing price, payment, risk and service terms that protect margin and cash. It matters now because volatile costs and well-informed buyers squeeze profit, so every discount, credit day and liability clause needs a deliberate plan.

Which roles gain most from advanced commercial negotiation training?

Commercial and key account managers, procurement leads and contracts specialists gain most. A building materials supplier uses these methods in annual price reviews with contractors, while a facilities services firm applies them to service level and renewal talks with property owners.

How does advanced commercial negotiation training differ from a general negotiation strategies course?

Advanced commercial negotiation training focuses on money and contract terms. A general negotiation strategies course covers interests, coalitions and influence in any setting; this course concentrates on deal economics, discounts, payment terms, liability, service levels, renewals and claims.

What do you bring back from advanced commercial negotiation training?

You bring back a ready deal plan for a real agreement. It sets out deal economics, walk-away price, concession map, contract positions and approval routes, so your sponsor can sign off before talks begin.

Commercial Negotiation: The Way Forward

The Commercial Negotiation Deal Plan first informs the opening price and the terms a team is prepared to trade. Account managers, procurement leads and finance partners use it to align before talks. After the first agreement, the concession valuations merit revisiting, because actual cost-to-serve and payment behaviour often show which trade-offs were worth more than expected.