IPI Academy

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Presented by
Falconbury

Negotiation Skills for Pharma Professionals: Cross-Border, Virtual and AI Enabled Dealmaking

20-21 May 27
+ 22-23 November 27

A practical two-day masterclass giving pharma professionals the frameworks, behaviours and skills to negotiate pricing, licensing, collaborations and high-stakes deals confidently through simulations, case studies, virtual negotiation techniques and expert-led guidance.

Format:
Live online

CPD:
12 hours for your records

Certificate of completion

Course overview

In an industry where pricing pressures, partnership complexity and regulatory scrutiny continue to intensify, strong negotiation capability has become a core strategic skill for pharmaceutical professionals. This two-day masterclass equips professionals with the tools, behaviours and confidence to negotiate high-value agreements - from price and reimbursement discussions to M&A, licensing, collaborations, sourcing and market access.

Designed for those who want to elevate their impact at the negotiation table, the programme blends proven methodology with sector-specific insights and immersive practice. Participants will explore one-on-one and team-based negotiations, work through pharma-focused simulations, and learn how to manage both one-off transactions and long-term commercial relationships. Special emphasis is placed on negotiating with more powerful stakeholders, including payers and authorities.

Key topics covered include:

- Framework and strategy for successful negotiations
- 7 key negotiation behaviours and habits for enhanced success
- Price & reimbursement negotiations from different perspectives
- Escaping the price only focus
- Value negotiations driving tailored, innovative solutions
- 12 insights into negotiating virtually
- Latest research in electronic communications and negotiating
- Using AI in negotiations and how AI is reshaping pharma negotiation strategy
- Licensing and collaborative negotiations
- Internal support negotiations between pharma HQ and subsidiaries, including market affiliates
- Cross cultural negotiations and how to master them

The expert trainer will use a balance of theory, practical exercises, interactive simulations, case studies, video clips and discussion. By the end of the highly practical course, participants will be able to navigate a wide range of negotiation scenarios with greater clarity, structure and influence. They will return to their organisations equipped to secure better outcomes, strengthen partnerships and manage risk more effectively in today's competitive and regulated pharmaceutical landscape.

Benefits of attending

By attending this highly practical course you will:

- **Get to grips** with the complete negotiation process used in pharmaceutical deals
- **Learn** an established, evidence-based negotiation framework tailored for the pharma sector
- **Master** the trainer's 7 key negotiation behaviours and habits for enhanced success
- **Develop** the critical skills needed to negotiate effectively in virtual and hybrid environments, including practical tips and techniques
- **Explore** strategies for negotiating with difficult or high-powered counterparts such as payers and regulators
- **Understand** how to handle competitive pressure and become conversant with the 'Harvard Business School Way of Negotiating'
- **Examine** the most up to date research into successful approaches for negotiating virtually and online
- **Identify** opportunities to create value through negotiation
- **Learn** how to adapt your individual negotiation approach for better outcomes
- **Familiarise** yourself with a negotiation planning worksheet to benchmark the progress of negotiations
- **Be introduced** to a framework for understanding and planning cross cultural negotiations

Who should attend?

This course has been specially designed for professionals in the pharmaceutical industry, including:

- General managers and heads of department
- Pharma lawyers and legal professionals
- Sales and marketing professionals
- Business development managers and officers
- Buyers and procurement managers
- Strategic development managers
- Licensing managers
- Portfolio managers and directors
- Heads of R&D licensing
- Directors of life cycle management
- Global business development managers

Programme

Day 1

Introduction – Essentials for successful negotiation outcomes

What is negotiation?

- Short interactive session

Framework for negotiation

- Negotiation simulation: Role play and pharmaceutical study - the joint bid

Applying the framework

Negotiation objectives: Which one will you choose?

- Creating value
- Maximising value
- Claiming value
- Examples of value

Negotiation strategy: The Harvard way

- Positions and interests

Selecting your strategy

- BATNA – with real pharma examples
- Reservation price
- ZOPA
- Target points

Negotiating planning worksheet: Benchmarking how your negotiations are progressing

7 key negotiation behaviours and habits for enhanced success

- Body language and misunderstanding body language
- How to display neutral non transparent body language
- Asking questions: impactful techniques - and which questions not to ask
- Listening - gathering information to create value
- The 4 C's
- Persuasion: structuring a persuasive message
- Dealing with confrontation and difficult conversations

Defining a great deal

- Negotiation balanced scorecard
- Measuring progress of a negotiation
- Developing a scoring system
- Benchmarking final
- The outcome

Offers

- Who should make an offer and when
- The 'winner's curse'
- The 'chilling effect'
- Precise or range offers
- Early offers
- Later offers

Overnight diagnostic exercise: participants individual negotiating style

Day 2

Diagnostic: Know your dominant negotiating style

- Recognise others style
- Broadening your styles
- Adapt your style for different circumstances

Simulation 2

- Pharma negotiation: Role play and case study – Research institute and coalition of vaccination developers or pharmaceutical product approval – P & R negotiation

Bargaining

- Leveraging with impact
- Concessions – an art and a science!
- How transparent should you be?
- Key questions: An elephant's friend
- Killer question with confidence
- 'Log-rolling': Value added trade-offs
- Multi issue offers – 'MIO'
- Multiple, equivalent, simultaneous offers – 'MESO'

Power, rights and interests: Disputatious negotiations

- Power, rights and interests model
- Re-directing rights and power driven negotiators
- How to use rights and power effectively
- Rational and irrational negotiations
- The 4 W's

Negotiating: Virtually and online

What is different about negotiating virtually?

- Face to face and by email

Virtual negotiations tool kit: 12 insights for success

Virtual and electronic communication and negotiations

- Latest research with case studies
- Email – advantage or disadvantage in negotiations
- Adjusting to non-visual/face to face negotiations
- Developing e-charisma
- The virtual handshake – richer negotiation communication
- 2 to 1 ratio in e-negotiations
- 10 rules for email negotiations
- Advantage of linguistic style matching in negotiations
- Visuals in and success in negotiations
- Getting your co-negotiator to act as your mirror
- The key 4 moves for virtual negotiation success
- Getting virtual negotiations 'back on track'
- Detecting lying in text-based conversations

Using AI in pharma negotiations

- Preparation
- New contractual pressure points
- Leveraging data
- Presentation
- Scenarios
- Calculating value
- Assessing risks of a proposal
- Analysing proposals
- Accelerating negotiations and due diligence
- Contract lifecycle management (CLM)

International negotiations

Negotiating across cultures

- What is culture?
- Why and how culture and background impacts negotiation
- Mapping cultures: A framework for understanding and planning cross cultural negotiations
- Decoding culture
- Culture and distributive and integrative negotiation
- Decision making
- Trust
- Status and face

Effective tools for cross cultural communication to avoid 'cultural incidents' and 'misunderstanding'

'Clinic' for participants to consider particular issues they face in negotiations

Action plan for each participant

Course dates

20-21 May 27	**Live online** 09:30-17:00 **UK (London)** (UTC+01) *Course code 17235*	GBP **999** ~~1,199~~ EUR **1,399** ~~1,679~~ USD **1,607** ~~1,919~~ **Until 25 Mar**
22-23 November 27	**Live online** 09:30-17:00 **UK (London)** (UTC+00) *Course code 17509*	GBP **999** ~~1,199~~ EUR **1,399** ~~1,679~~ USD **1,607** ~~1,919~~ **Until 27 Sep**

How to book

Online:
ipi.academy/3370

Alternatively contact us to book, or if you have any queries:

Email:
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Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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