

C-TO-BE

THE COACHING COMPANY



# NEGOTIATION INTELLIGENCE

AI-Supported Approach for Highest  
Efficiency in Business-Negotiations

# NEGOTIATION HAS CHANGED

The playing field is new, but we're still playing by the old rules.

## What's different today:

- More stakeholders, greater speed, and increasing complexity
- More transparent markets, tighter margins, and less room to negotiate
- AI as an active factor in negotiations: less information advantage, faster response times, and a higher need for alignment

## The consequences:

More friction, loss of time, and increasing risks

## So the question is:

What does it take to achieve top negotiation performance under these conditions?



# MANAGE NEGOTIATIONS PROACTIVELY

Structure beats talent

## CREATING A SHARED UNDERSTANDING OF NEGOTIATION

Establish a common foundation for strategy through aligned logic, terminology, and skills.

**The outcome:** Clear signals in negotiations and enhanced negotiating power.

## PROACTIVE NEGOTIATION MANAGEMENT: SHAPE, DON'T REACT

Set and implement a negotiation strategy: ensure options and decisions align with your goals, and coordination delivers results.

**The outcome:** Fewer escalations, fewer renegotiations, and sustainable results.



## GOVERNANCE ENSURES DIRECTION AND ACCOUNTABILITY. AI ENSURES EFFICIENCY

Integrate AI within the negotiation system.

**The outcome:** A self-reinforcing synergy: the system provides strategic alignment and governance for AI, while AI delivers analyses, scenarios, and options within the system.

# NEGOTIATION INTELLIGENCE

Competence. Process. AI. – The framework for effective negotiation leadership

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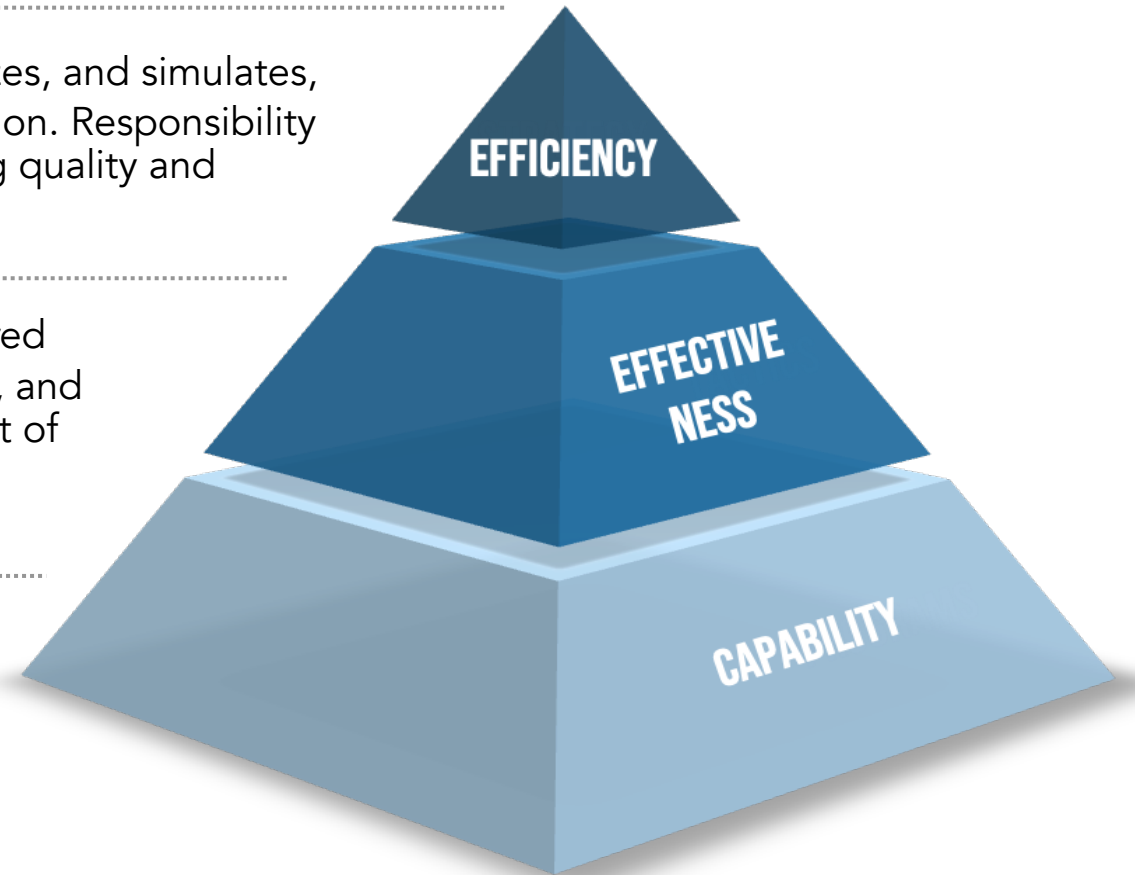
**FOCUSED AI SUPPORT:** AI structures, summarizes, and simulates, speeding up preparation and increasing precision. Responsibility remains with the person taking action, ensuring quality and maintaining competitive advantage.

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**PROCESS CLARITY:** Negotiations are systematically prepared and managed – from Probe to Plan, Plot, Prepare, Perform, and Pursue. This keeps the process consistent and independent of any individual or role.

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**INDIVIDUAL COMPETENCE:** Negotiation dynamics and behaviors are recognized, and methods and tactics are applied deliberately to influence, lead negotiations, and achieve successful decisions.



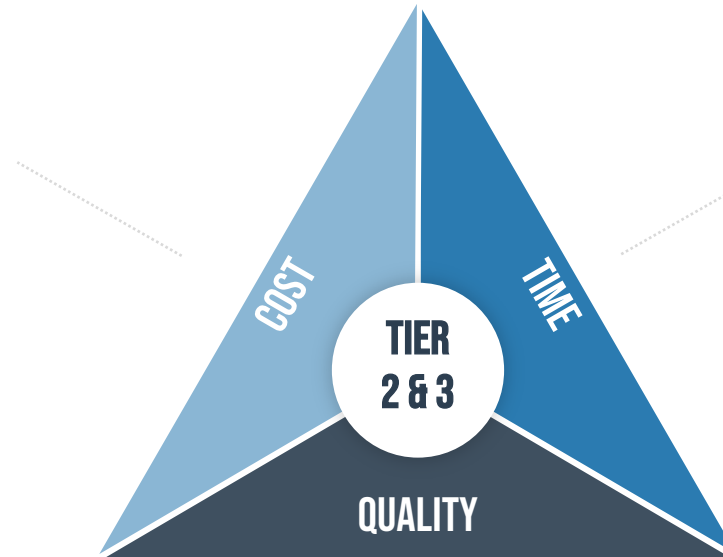
# CONCRETE BENEFITS FOR YOUR ORGANIZATION

Negotiation intelligence drives performance across three dimensions

## REDUCE COSTS

- Faster internal alignment
- Fewer correction loops
- Shorter preparation and negotiation cycles

Business impact: Lower resource usage per negotiation while achieving higher closing quality



## GAIN TIME

- Structure replaces improvisation
- Fewer escalations and renegotiations
  - Less duplicated work

Business impact: Resources are freed up for strategic priorities instead of firefighting

## INCREASE QUALITY

- Steps and decisions are consistent and transparent
- Risks and goal conflicts are systematically assessed

Business impact: Negotiation outcomes are more robust and sustainable

# IMPLEMENTING NEGOTIATION INTELLIGENCE

From skills development to system integration



## DEVELOP NEGOTIATION COMPETENCE

- Workshops and focused masterclasses
- Trainings (Basis / Advanced / Mastery)
- Coaching & negotiation support



## IMPLEMENT A NEGOTIATION SYSTEM

- Analysis and scoping
- Develop the negotiation architecture
- Implement the negotiation system
- Establish governance and decision-making logic



## INTEGRATE AI STRATEGICALLY

- AI module design
- Integration into existing processes
- Training & application support

# C-TO-BE. NI TEAM

This is Us!



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