

# Unit 44: Pitching and Negotiation Skills

**Unit code** L/508/0602

**Unit level** 5

**Credit value** 15

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## Introduction

This unit gives students a comprehensive overview of the essential pitching and negotiation skills required to win new contracts on agreeable terms. These skills are essential for the managing and running of a small business or being part of a dynamic and innovative workforce. Good pitching skills for a new product or service will generate sales and networking opportunities, while negotiating with different people and in different business transactions will secure more favourable deals. This unit aims to provide students with the knowledge base and tools that will help them to develop these skills.

## Learning Outcomes

By the end of this unit a student will be able to:

- 1 Evaluate the context of a negotiation and identify the information required to prepare for a negotiation.
- 2 Manage documentation relevant to tenders and contracts.
- 3 Develop a pitch to achieve a sustainable competitive edge.
- 4 Assess the outcome of a pitch and negotiation.

## Essential Content

### LO1 **Evaluate the context of a negotiation and identify the information required to prepare for a negotiation**

#### *Context for negotiating:*

Understanding the rationale for negotiation and the importance of negotiating skills in the workplace.

Generating new business and winning new deals.

Key negotiation tactics and strategies.

Preparing to negotiate: the Request For Proposal (RFP) process.

Preparing to negotiate: determining goals, tactics and strategies.

Closing a deal: creating and finalising a contract.

The value of understanding the context and key individuals in a negotiation, including cultural awareness and differences in international business negotiations.

Collapse and recovery when negotiating.

### LO2 **Manage documentation relevant to tenders and contracts**

#### *Context for tendering:*

What are the key elements of an RFP document?

What is procurement?

What are the different types of procurement processes?

The contractual process for both personal and classified information.

The key elements of Master agreements and statements of work.

Contract Law.

Amending contracts and breaches of terms and conditions.

### **LO3 Develop a pitch to achieve a sustainable competitive edge**

*Developing a competitive strategy for pitching:*

The structure of pitching with emphasis on the value of brand loyalty, innovation and networking and partnerships.

Building the bridge of trust during a pitch and the importance of providing realistic solutions to problems, opportunity focus and partnership approaches.

Determining key outcomes and the pursuit of value.

Dealing with rejection and asking for referrals.

Summarising and follow-up.

### **LO4 Assess the outcome of a pitch and negotiation**

*Outcomes of a pitch and negotiation:*

Determining key outcomes and contingency planning for dealing with rejection.

Contractual implementation and fulfilling obligations, on-going monitoring/review of contracts.

Managing relationships and generating incremental revenue.

Terminating contracts.

## Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<b>LO1</b> Evaluate the context of a negotiation and identify the information required to prepare for a negotiation		<b>D1</b> Critically evaluate the steps of the negotiation process and present valid solutions for dealing with issues that can arise.
<b>P1</b> Determine what is a negotiation, why it occurs and who the key stakeholders are during a negotiation process.  <b>P2</b> Evaluate the key steps and information required for negotiating and generating deals.	<b>M1</b> Present a concise rationale for the negotiation process, including detailed steps that organisations go through during a negotiation process and the information required in preparation.	
<b>LO2</b> Manage documentation relevant to tenders and contracts		<b>D2</b> Critically evaluate the competitive tendering and contract process and make recommendations for completing a successful tender with minimal risk.
<b>P3</b> Explain the RFP process and the relevant types of documentation required.  <b>P4</b> Explain the contractual process and how relevant documentation is managed and monitored.	<b>M2</b> Evaluate the RFP process within an organisational context, outlining the key documentation required and consequences of breaching the terms of an agreement.	
<b>LO3</b> Develop a pitch to achieve a sustainable competitive edge		<b>D3</b> Develop a dynamic and creative pitch that is both concise and persuasive to achieve a sustainable competitive edge.
<b>P5</b> Develop an appropriate pitch applying key principles that achieve a sustainable competitive edge.	<b>M3</b> Examine the pitch process in an organisational context, evaluating ways to maximise the chances of a successful pitch.	
<b>LO4</b> Assess the outcome of a pitch and negotiation		<b>D4</b> Critically evaluate the pitch and post pitch outcomes to determine potential issues and risk management.
<b>P6</b> Assess the potential outcomes of a pitch.  <b>P7</b> Determine how organisations fulfil their obligation from a pitch, identifying potential issues that can occur.	<b>M4</b> Recommend ways in which an organisation can fulfil their post-pitch obligations, highlighting any potential issues.	

## Recommended Resources

### Textbooks

DeMARR, B. and De JANASZ, S. (2014) *Negotiation and Dispute Resolution*. New International Ed. Harlow: Pearson.

FALCAO, H. (2010) *Value Negotiation: How to finally get the win-win right*. Harlow: Pearson.

FISHER, R. (2012) *Getting to Yes: Negotiating an agreement without giving in*. London: Random House Publishing.

KLAFF, O. (2011) *Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal*. New York: McGraw-Hill.

### Journals

*Journal of Small Business Management*. Oxford: Wiley-Blackwell  
[http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1540-627X](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1540-627X)

The Institute for Small Business and Entrepreneurship (ISBE) website:  
[www.isbe.org.uk](http://www.isbe.org.uk)

### Links

This unit links to the following related units:

*Unit 22: Product and Service Development*

*Unit 28: Launching a New Venture*

*Unit 39: Sales Management*