

THE IN-HOUSE TRAINING COMPANY

Negotiation skills

Overview

Any successful business manager will tell you that you never get the deal you deserve – you always get the deal you negotiate!

This two-day workshop includes recent research and practical techniques from the Harvard Business School Negotiation Project and provides a unique opportunity to learn and practice these skills in a safe environment using up to date materials and life-like practice negotiation case studies.

Learning objectives

This course will help participants to:

- Understand the basics of negotiation
- Develop negotiating skills
- Increase their business acumen
- Develop their communication skills
- Learn the models, techniques and tools for an effective negotiation
- Identify the barriers to agreements
- Close the deal

Who should attend?

Anyone who wants to learn the principles and practical negotiation skills used by the great dealmakers to get the best for themselves and their organisation.

Course format

This is a highly interactive and participative workshop designed to give the delegate a thorough understanding of the key principles and the confidence to use the practical negotiating skills in any situation. The programme uses a combination of participative seminars, group discussion and life like practice negotiation case studies to ensure that the course is always engaging and lively and that the delegate gets to try out and practice the key skills in a safe environment.

Workshop outline

1 What is negotiation?

- Key skills for negotiation
- Types of negotiation
- Win-lose negotiations versus Win-win negotiations
- Wise agreements and Principled Negotiation

2 Four key negotiating concepts

- BATNA – Best alternative to negotiated agreement
- Setting your reservation price
- ZOPA – Zone of possible agreement
- Creating and trading value

3 Business acumen

- Understanding pricing, gross margins and profit
- Knowing the key points on which to negotiate

4 A Four Phase Model for negotiation

- Nine steps to successful planning
- Discussing a deal – creating and claiming value
- Making and framing proposals
- Bargaining for the winning deal

5 Effective communication

- Effective questioning
- Active listening skills
- Understanding and interpreting body language
- Barriers to effective communication

6 Understanding influence and persuasion

- Influencing strategies
- Ten proven ways to influence people
- Six universal methods of persuasion
- Understanding why people do business with other people

7 Negotiating tactics

- Tactics for win-lose negotiations
- Tactics for win-win negotiations
- Effective team negotiating
- Understanding and using power
- What do you do when the other side has more power?

8 Barriers to agreement

- Common barriers to agreement
- The Negotiators Dilemma
- Dealing with die-hard negotiators
- Dealing with lack of trust

9 Potential barriers to cross-border agreements

- Understanding business methods and practice in other cultures
- Figuring out who has the power and who makes decisions
- Recognising and dealing with cultural differences
- What's OK here might not be OK there

10 Closing the deal

- Four steps to closing the winning deal

Any questions?

Please just give us a call on 01582 463463 – we're here to help!

Or visit www.theinhousetrainingcompany.com