

Negotiation Skills



A one-day workshop that explore the principles and techniques of principled negotiation, aimed at reaching a win:win outcome, with the opportunity to practice in a safe environment.

Overview

In the competitive trading conditions of the twenty-first century, we are all under pressure to deliver better results. Buyers and sellers at the forefront of the commercial relationship and managers negotiating internally, all face increasing pressure to achieve more.

This highly practical training course introduces an approach to negotiation that provides both parties with the opportunity to leave the negotiation recognising that the process has been fair and equitable in achieving a win:win outcome.

Aims

The aims of the course are to provide participants with:

- An understanding of different negotiating styles and when each is appropriate
- A structure for conducting a principled negotiation
- The skills needed to become an effective negotiator
- The opportunity to practise negotiating in a safe environment
- The confidence to employ principled negotiation in the real world.

Learning Objectives

By the end of the programme, you will be able to:

- Have the knowledge and tools necessary to be able to conduct any negotiation as a competitive and collaborative negotiation
- Understand how to make the most effective use of time available for negotiation preparation
- Appreciate the benefits of a wide range of persuasion techniques which are effective in commercial negotiations
- Be aware of the most commonly used tricks, traps and ploys used in negotiation and, more importantly, how to deal with them
- See for yourself the factors that make the difference between effective and average negotiators.

Workshop Content

- **Approaches to Negotiation**
 - Life Positions
 - Negotiating Styles
 - Positional Bargaining vs Principled Negotiation
 - Positional Bargaining
 - Principled Negotiation
- **The Negotiating Process**
 - Overview of the Process
 - Preparation
 - Interests
 - Objective Criteria
 - BATNA
 - The Meeting
 - Setting the Scene
 - Exploring Interests
 - Inventing Options
 - Bargaining and Agreeing
 - Bargaining Tips
 - Skills Required for Achieving a Win/Win Outcome
- **Power Plays and Dirty Tricks**
 - Power Plays
 - Identifying Dirty Tricks
 - Five Key Negotiating Skills
 - Maintaining Composure
 - Developing Data
 - Refocusing the Discussion
 - Being Creative
 - Handling Information Strategically
 - Possible Strategies for Dealing with Dirty Tricks
 - A Structured Approach to Dealing with Dirty Tricks
- **Personal Action Plan**

Product Code: NEGS

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