

Negotiating Skills

Learning Objectives

This 1 day course will show that negotiating skills are different from sales skills. They are of primary importance for sales people in the final stages of the sales process, but at the same time they are invoked daily by individuals at all levels in an organisation that are involved in both internal and external discussions. From simple extensions of a project plan to company-level commercial agreements, negotiation is a major factor in bottom-line profitability. From a personal point of view the ability to negotiate is the most financially productive skill that an individual can possess.

By the end of this course delegates will be able to:

- ✚ Be aware of the key stages in the negotiation process.
- ✚ Understand the characteristics of successful negotiators.
- ✚ Recognise the need for preparation before negotiation.
- ✚ Be able to use, recognise and counter negotiation techniques and tactics.
- ✚ Recognise the importance of questioning, listening and summarising skills during a negotiation.
- ✚ Be better able to achieve negotiated outcomes that favour his/her organisation

Pre-Requisites

This course is designed for anyone who is in sales or involved in business and for all those who get involved in professional negotiations both internally and externally.

Topics:

Introduction

- ✚ What is negotiation
- ✚ Alternatives to negotiation
- ✚ All methods have a role to play
- ✚ When is it appropriate to negotiate

The 4 Phases of Negotiation

- ✚ How to prepare
- ✚ How to debate
- ✚ How to propose
- ✚ Bargaining

Agreement

- ✚ The importance of closing techniques
- ✚ Selecting a method for closing
- ✚ Agreement can be dangerous
- ✚ Disagreement over interpretation
- ✚ The checklist

Styles Of Negotiation

- ✚ Red or Blue style
- ✚ Difficult aggressive negotiators
- ✚ How to deal with covert red negotiators
- ✚ The exchange principle
- ✚ The checklist for negotiation styles

The Role of Ploys

- ✚ Stages of manipulation
- ✚ Dominating
- ✚ Shaping
- ✚ The checklist for manipulative ploys

Negotiating difficult disputes

- ✚ Conflict escalation
- ✚ Interests
- ✚ The negotiator as mediator
- ✚ Hidden interests
- ✚ The checklist for difficult disputes