

## **Successful Negotiation Skills**

Successful Negotiation Skills gives a structured methodology and a range of skills and techniques for any negotiation situation. Delegates are taught a range of strategies to adopt in any given negotiation situation. They are taught how to analyse strengths and weaknesses and the importance of researching the other party's position. The conclusion of the course is an exercise illustrating the creation of win-win situations and mutually acceptable outcomes.

### **Who Should Attend?**

Members of staff who are involved in selling products or in concluding cross party agreements. People purchasing products or services should see Negotiation Skills for Buyers.

### **What you will learn:**

- Types of negotiation
- Communication for negotiation
- Why negotiate?
- Planning the negotiation strategy
- Researching the other party's position
- The value of intelligence
- Skills needed in negotiation
- Win-Win outcomes
- Closing the negotiation

### **Course Content:**

- The successful negotiation model looks at the three important factors the negotiation, stages, planning the negotiation and influencing styles
- Short negotiation exercises
- Video - The Art of Negotiating
- Stages and critical tasks - the various stages identified during the process
- Influencing styles how to push or pull in differing circumstances
- Needs and currency analysis -determining the variables and concessions
- How to use currencies to establish a higher base price
- Opening the negotiation - how high? how firm? how soon?
- Power balance - each party's inter-dependence on the other
- Tactics to adopt - is trust or the building of a relationship an issue?
- The introduction of a 10 point planning guide
- Assessment of delegates work-related negotiations
- How to put lessons into practice
- Role-play - delegates have the opportunity to carry out a real ongoing individual situation of their choice

**Duration:** 2 Days

**Code:** SNS