

Negotiation Skills With a Difference

All too often negotiations are seen as the battleground, where tactics and ploys have to be played out, and winning is the aim. The problem with winning is the relationship with the losers is damaged Alternatively they degenerate into a watered down compromise solution which ultimately satisfies neither side.

HIGH-LEVEL LEARNING

- » Different styles of negotiation and how by negotiating at a multi dimensional level instead of focusing on price bargaining they can achieve win/win outcomes.
- » How to adopt a collaborative style and how to use elegant tools and techniques with integrity and skill, to plan, trade effectively, break deadlock and achieve a positive outcome for both parties.

YOU WILL LEARN

- » When to negotiate and when not to
- » Different styles of negotiation
- » Protecting yourself from “win at all costs” and compromise tactics
- » Effective negotiating behaviour
- » Awareness of negotiation structure
- » The customer perspective
- » Trading effectively
- » Wider positioning and more options
- » Useful skills tools and techniques
- » Getting what you want without damaging the relationship

IN ADDITION

- » Through role play practice and coaching delegates are able to practise their new skills in a safe environment before trying them out in the real world