

# Negotiation Strategies and Tactics for Win-Win Outcomes

**Target Audience:** All job functions responsible for negotiating - internally and with suppliers. This course is suitable for commercial and non-commercial negotiations.

## Key Learning Outcomes

- Understand the negotiation process and know how to structure a formal negotiation.
- Use practical tools to help you prepare for the negotiation.
- Confidently lead or participate in a negotiation to achieve a desired outcome.
- Use Neuro-Linguistic Programming (NLP) techniques to build rapport.
- Practice your skills in a fun environment on relevant case studies.

## Course Experience

- ✓ Theory: Latest best practice
- ✓ Team discussions and exercises
- ✓ Technique application practice
- ✓ Role plays
- ✓ Film clips
- ✓ Personal action planning

## Course Outline

### MORNING SESSION

#### The Negotiation Process

- 5 Key Principles for Negotiating
- Stages in the Negotiation Process
- Understanding Win-Win

#### Preparing for the Negotiation

- Knowing What You Want
- Assessing the Opposition
- Anticipating Possible Outcomes
- Knowing What you are Prepared to Give
- Your Backup Plan
- Key Roles in a Group Negotiation

#### Conducting the Negotiation

- The Opening Gambit
- The Exchange
- Uncovering Hidden Agendas
- Identifying and Beating their Countering Tactics

### AFTERNOON SESSION

#### Closing the Negotiation

- Confirming Terms at Closure
- Methods of Closure in a Deadlock

#### Establishing Rapport

- What it Means to be in Rapport
- The Ingredients of Trust
- Rapport-building Techniques

#### Putting it all Together - Negotiation Practice

This is a 1.5 hour group exercise providing the delegates an opportunity to practice what they have learnt

#### Top Tips

- Best Practices for Negotiating on the Telephone
- Key Negotiation Tactics
- Personal Action Planning

**Pre-Course Work:** Completion of Pre-Course Questionnaire

**Course Material:** Includes facilitator's slides, exercise worksheets, background reading/articles and recommended books

**Ideal Number of Participants:** 9

**Maximum:** 12

**Minimum:** 4