

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 Delivery

- ✓ 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