

## Negotiation Skills



### Course Objectives

This course is designed for delegates who want to develop confidence in tackling negotiations, from one on one to negotiating with a team of buyers.

Participants will discover how, by using structured and controlled persuasion, to conduct successful negotiation meetings and achieve a win/win result.

This one-day course will facilitate a complete understanding of the process of structured negotiation - the knowledge, the skills and critical attitudes required for success. This programme is highly practical, involving full participation and using role-plays, discussions and intensive skills workshops.

### Exercises

This course is instructor led, involving the utilisation of examples and exercises in a workshop environment.

- Plan and structure each negotiation
- Set flexible negotiation objectives
- Define clear and measurable negotiation objectives taking into account aspirations of both parties
- Use non-verbal techniques of persuasion to influence the other party
- Conduct successful sales negotiation to achieve a WIN/WIN result
- Make an objective assessment of each negotiation using a series of measurement techniques
- Avoid giving concessions and start trading them instead
- Allow for the needs, feelings, ego and priorities of the other parties
- Recognise selling stops and negotiation begins
- Use the four phase negotiation plan
- Learn how to deal with objections and rejections
- Understand the emotions and attitudes that affect negotiation
- Discover their personal negotiation style and its strengths and weaknesses
- Use negotiation ploys and counter ploys