

EFFECTIVE NEGOTIATION SKILLS

Programme Duration: 2 or 3 Days

COURSE DESCRIPTION:

There is an art to business success — The Art of *Negotiation*.

It's the art of making a deal a matter of *persuasion* rather than a crude power play. It's the art of making the other person your friend, rather than your enemy - no matter how tough a bargain you strike. Negotiation's the art of choosing the right strategy for each situation; painting the right business picture; projecting the right personal image; doing the right research; offering the right inducement; applying the right pressure at the right time; asking the right questions; demanding the right extras.

True artists at negotiation are not born — they *can be made* — this seminar jump starts a participant firmly on the road to mastery.

In today's business climate, the importance of successful negotiation cannot be overstated. Mistakes made during negotiations today are far more serious than they were just a few years ago. The margin for error is gone.

"Organisation negotiates everyday; equipping your team with practical negotiation skills gives them the edge as well as helps them build longer term results. Otherwise you will be losing out everyday."

OBJECTIVES:

In this tough - no nonsense seminar, participants learn and work with some of the most effective techniques used by today's outstanding negotiators. It helps participants to:

- Recognize their strengths and weaknesses and know where they stand as a negotiator.
- Understand The Four Phases process of Negotiation
- Plan to win. Develop an effective plan and strategy for any negotiation—the how and what to prepare for a good 'battling average' at the encounter
- Choose the right time and the right tactic – using their strengths where and when it counts at the bargaining table
- Play for a win-win situation, "If you want to gather honey, don't kick over the beehive" ~ Dale Carnegie
- Develop an on going improvement plan for future negotiations

WHO SHOULD ATTEND:

This programme has been designed for managers in general management, finance, purchasing, marketing, sales, personnel and industrial relations. It develops skills for more effective negotiation both within and outside the organisation.

METHODOLOGY:

This workshop makes use of individual self-assessments, team discussions, brief negotiation dilemmas, lectures and role-plays. Participants analyze their individual negotiating situations in depth and prepare sound, workable strategies for their next negotiating session.

COURSE OUTLINE/CONTENTS:

MODULE 1: THE ART OF NEGOTIATION

- Negotiation as a Basic Life Skill
- Self-Assessment of Negotiation Practices
- An overview of the Negotiation Process: The Four Phases

MODULE 2: PLANNING FOR NEGOTIATIONS

- Getting the Facts
- Setting Negotiating Objectives
- Team Exercises
- Defining the Settlement Range

MODULE 3: AT THE BARGAINING TABLE

- Firing the Opening Gun
- Returning the Serve
- Listening Skills and Body Language
- Extracting and Granting Concessions
- Testing and Maintaining Credibility
- Analysis of Role-Play Results

MODULE 4: USING POWER AND APPLYING PRESSURE

- Sources of Power and Leverage
- Using Power Tactics
- Resisting Intimidation and Pressure
- Fighting Dirty Tactics

MODULE 5: REACHING AGREEMENT

- Co-operative Modes of Negotiation
- Analysis of Role-Play Results
- Breaking an Impasse
- Coping with Deadlock
- Fallback Solutions

MODULE 6: THE WINNING NEGOTIATOR

- Special Situations : Team, Telephone and Foreign Negotiations
- Assessing Your Negotiation Situation
- Developing a Negotiation Improvement Plan