

NEGOTIATION SKILLS

Key focus

This program will highlight the various aspects of differences involved in a negotiation process. It will also teach and help the trainees to apply the critical principles and methodologies in effective negotiation. It will enhance their effectiveness in the progress towards a win-win outcome.

Who will benefit

This course is primarily for sales and marketing personnel who need to negotiate terms and conditions during sales and purchase. It should also benefit the managers and executives who are involved in business development and liaising with organizations other than their own.



Take The Next Step

Day one

1. Be Prepared

- ▶ Prepare
- ▶ Listen well
- ▶ Find out the resources that you used to preparing for a negotiation
- ▶ Know about all aspects of the negotiation you are supposed to encounter
- ▶ Do not stop asking questions even in the midst of a negotiation
- ▶ Do not hide your inexperience

0900-1030

Morning tea break

- ▶ Make a deal only when ready
- ▶ Stay informed
- ▶ Researching your opponent
- ▶ The counterpart
- ▶ Write a checklist before you start negotiating
 - Gather as much information about the culture, laws, and business practices of the nationality with whom you are negotiating

1030-1045

1045-1300

2. Drawing Lines and Setting Limits

- ▶ Setting limits in four easy steps
 - Know that you have other choices
 - Know what the other choices are
 - Know your “or else”
 - Know how to enforce your limits

Lunch

- ▶ Re-examining your limits
- ▶ Setting a good goal
- ▶ Goals must be:
 - Related to the specific negotiation
 - Few rather than many
 - Specific rather than general
 - Challenging yet attainable
 - Weighted in terms of importance

1300-1400

1400-1530

Afternoon tea break

1530-1545

Take The Next Step

- ▶ Determine your opening offer

3. Maintaining Emotional Distance

- ▶ Pushing the magic pause button - putting the negotiations on hold for a moment, or an hour while you sort things out
- ▶ Handling hot button issues

1545-1700

Day two

4. Do You Hear What I Hear

- ▶ 2 active listening tools
 - restating
 - paraphrasing
- ▶ Barriers to being a good listener
- ▶ Tips for becoming a good listener
- ▶ Asking questions

0900-1030

Morning tea break

1030-1045

5. Telling It Like It Is

- ▶ Control through clarity
- ▶ Tips for being clear
- ▶ Barriers to clarity
- ▶ The high cost of not being clear
- ▶ Phrases you should never use during a negotiation

1045-1300

6. Closing The Deal

- ▶ Win-win negotiating
- ▶ Myths surrounding win-win negotiating

Lunch

1300-1400

- ▶ Personality types that block closing
- ▶ Tactics that torment
- ▶ The ultimate glitch – someone walks away
- ▶ Recognizing when to close

1400-1530

Take The Next Step

7. Ten Personality Traits of Top Negotiators

- ▶ Empathy
- ▶ Respect
- ▶ Personal integrity
- ▶ Fairness

Afternoon tea break

- ▶ Patience
- ▶ Responsibility
- ▶ Flexibility
- ▶ Sense of humour
- ▶ Self – discipline
- ▶ Stamina

1530-1545

1545-1700

Take The Next Step