

Many of us under-estimate how many opportunities we have in our daily lives to influence or negotiate. We may be selling an idea or service, or trying to persuade others to influence a change in procedure. Either way, this workshop will offer tips on how to get the best possible outcomes by establishing good working relationships and creating rapport. By assessing the most effective approach to a situation, participants will explore a variety of techniques to assist them in achieving win-win scenarios wherever possible.

Your Workshop Leader: Catherine Bowie

LEARNING OUTCOMES

- To understand the benefits of negotiation
- To explore proven negotiating techniques
- Understand the qualities and skills needed to influence others
- Practise the skills of communication when influencing others
- Recognise the skills and importance of building trust, creating rapport and creating a mutually beneficial outcome
- Identify individual styles and list and create an action plan to develop influencing skills
- Explore ways of overcoming objections when dealing with others

KEY TOPICS

- Preparing for a negotiation
- How to conduct a negotiation
- Influencing styles
- Recognising different styles and how to tailor your approach
- Identify characteristics of the four influencing approaches
- The importance of positive thinking and how this influences your communication style

WHO SHOULD ATTEND

This highly participative workshop aims to help you identify and build on your existing skills when influencing others, and to explore a range of effective negotiating techniques and approaches in a wide range of business scenarios.

Outline Programme

Day One

What is negotiation?

- definition of the term

The key phases in a negotiation

- preparing for a negotiation
- offering to bargain

Negotiation forces

- recognise the four forces used in negotiation

Communication Skills for negotiation

- the importance of listening and effective question techniques

Negotiating with Difficult People

Day Two

The four Influencing Approaches

- adapt your style to suit the individual

Confident Communication Skills

- the art of building rapport through communication

Checking our own behaviour

- improving the quality of our thoughts

The Persuasion Model

- how to offer your proposal and overcome objections
- what's in it for them: features, advantages and benefit statements

Further Practical Sessions

- skills review

Action Planning and evaluation

Close of Workshop

Note:

It is a pre-requisite that participants to this workshop have already attended 'Assertiveness at Work' or have had training in assertiveness skills.



COMMUNICATE

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