

Almost every day we negotiate with suppliers, customers and colleagues. The absence of effective negotiating skills can have a serious impact on relationships and profitability.

This course helps participants to understand how negotiating methods can be used to achieve better deals, enhanced service levels and help build longer-lasting relationships.

**Your Workshop Leader: Catherine Bowie**

## LEARNING OUTCOMES

By the end of the course delegates should be able to:

- identify clearly when negotiation is taking place
- recognise the four phases in the process.
- plan and prepare effectively for all phases of negotiations
- apply negotiating skills to achieve win-win outcomes
- be aware of effective skills and behaviours appropriate to each phase

## KEY TOPICS

- What is negotiation?
- The importance of agreement and achieving a win-win outcome
- How to identify your negotiating position
- Planning and preparing for a negotiation
- Conducting a negotiation
- Practical applications

## WHO SHOULD ATTEND

The workshop is suitable for everyone who wishes to improve their negotiating technique in a variety of situations, both at work and at home.

## **Outline Programme**

### **Welcome and Introductions**

#### **What is Negotiation?**

- definition of the term
- the bargaining arena (ideal, realistic and fallback positions)
- the characteristics of a good negotiator

#### **The four phases a negotiation goes through**

- preparing for a negotiation: what do I want?
- the actual debate: what do they want?
- Propose: what wants could we trade?
- Bargain: what wants will we trade?

#### **Practical Session**

- an opportunity to put your skills to the test

#### **Negotiation Forces**

- recognise the four forces used in negotiation (power, information, timing and approach)
- discuss power perception profiles

#### **Communication Skills for Negotiation**

- recognise the importance of listening
- effective questioning techniques

#### **Negotiating with Difficult People**

- difficult 'types' and how to deal with them
- managing your emotional triggers

#### **Negotiation styles**

- the main styles and how to recognise them
- tailoring your approach to deal with each style appropriately

#### **Practical Session**

- an opportunity to put your skills to the test

#### **Action planning and evaluation**

#### **Close of Workshop**



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