

NEGOTIATING TO WIN

Gain the skills, insight and competencies required in all negotiations-in- every organization-at every level. Whether it's allocating resources for a project, funding a new initiative or establishing a supply chain for a new product or service, negotiation is inevitable at the process. But few people understand the structure, techniques and approaches available to them as they seek to positively influence an outcome.

This hands-on seminar gives you a step by step guide to effective negotiation. You must identify the problem, understand it from the other's perspective, generate alternative solutions and select a solution that benefits both sides. All parties need each other to achieve their goals. Negotiation focuses on solving the problem and closing the gap between what both parties want.

HOW WILL YOU BENEFIT

- Know When –and when not-to negotiate
- Develop an effective plan and strategy for any negotiation
- Know what behavior to adapt at each stage of the negotiation
- Adjust your communication style to achieve desired results
- Successfully apply any principles of persuasion to any negotiation situation
- Effectively negotiate face to face, on the phone or through email and other media

WHAT WILL YOU COVER

What is Negotiation?

- The basic concept of negotiation
- What is negotiable in typical business situation
- Identifying approaches to negotiation

Negotiation Stages

- Identify the six stages of negotiation
- Using the appropriate behavior in each stage
- Defining the influences on the negotiation process

Planning Your Negotiation

- Planning a negotiation
- Determining a settlement range
- Applying the planning framework in practice negotiation

Persuasion

- Applying the persuasion process
- Using the frame/reframe process to understand the other party
- Examining possible approaches to use when there is confrontation
- Using listening skills in the negotiation process

Communication

- Explaining the four dimensions of the DiSC assessment and the style tendencies of each
- Describing the characteristics of dual styles and their impact on negotiations
- Describing how to adapt style to maximize the results of negotiations
- Identifying why negotiations become derailed and how to avoid negotiation traps

Crafting a Strategy for your Negotiation

- Planning a strategy to apply your negotiations
- Describing the process of identifying a problem or issue for negotiation
- Identifying steps and techniques for choosing appropriate communication methods
- Creating and apply a strategy for a business negotiation simulation

Developing an Action Plan

- Applying what you've learned to plan a negotiation for back on the job

WHO SHOULD ATTEND: Those responsible for negotiating the best possible terms of an agreement for their organization?