

€ TRAINING

Seminar: Effective Negotiation, Persuasion
and Critical Thinking



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Introduction:

Alliances in business are a natural route for development - but not all contracting relationships can truly be seen as alliances. A good, trusting and open relationship is essential for a long-term and successful alliance - and this needs to be practiced by the negotiators involved. Negotiation is inevitably at the heart of every process to achieve what you want, whether in an agreement, bargaining for an item, or closing a deal. At the end of each negotiation, the goal is to seek a win/win outcome - an essential characteristic of long-lasting alliances. This course provides an essential framework for effective negotiation which will be vital for building and exploiting an alliance - from building the relationship, critical thinking to prioritize goals

Course Objectives:

At the end of this course the participants will be able to:

- Develop a framework for analyzing current alliances and develop an effective plan and strategy for negotiations
- Practice and develop skills for influencing others
- Appropriate behaviors for each negotiation stage to deliver results
- Recognize and counter the most common negotiating ploys
- Prioritize and plan their negotiation strategy through critical thinking
- Describe a framework for the analysis of business alliances
- Understand how to apply influencing skills during the negotiation phase
- Recognize and manage difficult negotiators who use aggressive tactics during negotiation
- Understand the key principles of persuasion and its importance to negotiation

Targeted Audience:

- Personnel from a wide range of business disciplines
- Delegates wishing to develop negotiation skills in alliance building
- Delegates who regularly work with external suppliers or customers
- Departmental Heads requiring to form interdepartmental alliances to achieve results

Course Outlines:

Unit 1: Influence & Persuasion Skills in Managing The Alliance:

- Challenges of meetings - group and individual strategies
- Positive influence of listening in challenging situations - good and bad news!
- Applying rules of influential presentations to maximize the impact
- Maintaining compatible body language & using logic, credibility and passion
- Feedback and action planning

Unit 2: Strategy in Negotiation Skills for Partners and Allies:

- Steps in win/win negotiation
- The keys to collaborative bargaining in partnering

- Leverage: What it is and how to use it
- Negotiation tactics and ploys
- Dealing with difficult negotiators and barriers
- Ethics in negotiation

Unit 3: Higher Level Negotiation Skills for Challenging Situations:

- Listening and responding to signals and informal information
- Recovering from reversals, errors and challenges
- Developing a climate of trust
- Higher-level conversation techniques
- Concentrating action on the needs of alliance partners