



Seminar: Advanced Negotiation Skills:  
Mastering Negotiation Skills





# Seminar: Advanced Negotiation Skills: Mastering Negotiation Skills

## Introduction:

We all operate in an increasingly complex commercial and professional environment that requires us to negotiate on a daily basis not only with customers, clients, suppliers and contractor, but also with managers, fellow employees and colleagues within our own organisation.

“Mastering Negotiation Skills” is a five-day course designed to explain the negotiation process in detail and demonstrate how to use it effectively, giving delegates the negotiation skills and strategies they need to succeed in today’s challenging commercial environment.

## Course Objectives:

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

- Have a deep understanding of the key analysis of the negotiation process and how to influence others to get more of what you need and want.
- Have developed a range of highly effective negotiating skills and strategies that can be used in a range of situation.
- Effectively analyze, plan, and prepare for every negotiation.
- Understand the benefits of controlling and reading body language when influencing others.
- Become a more effective and confident negotiator.
- Enhance essential operational, management, and leadership skill that will increase your performance on a daily basis.
- Help build organizational capability to add real value through the negotiation process.
- Enable better strategic planning and management of the negotiation process leading to the implementation of more stable and workable agreements that protect key relationships.
- Increase the ability to deal effectively with people both internally within the organization and externally with customers, clients, suppliers, and other third parties.
- Enhance the ability to assertively claim value in negotiations that increase organizational profits.
- Better assessment of what represents a good negotiation outcome through the understanding of core organizational interests.
- Enhance the ability to negotiate outcomes that meet or exceed organizational goals.

## Targeted Audience:

- Professionals
- Management Teams
- Team Members
- Administrators

## Course Outlines:

### Unit 1: Introduction to Negotiation - The Starting Point for Improvement:

- Thinking outside the box.
- Positivity & Negativity and its affect on negotiation.

- Acquiring a positive attitude to the negotiation process.
- Proposal format - simple, focused & logical.
- Placing yourself above the competition with your proposal.
- The psychology of the negotiation - Knowing your opponent's driving force.
- The feel-good factor.
- Questioning & listening techniques.

## Unit 2: Understanding Behavioural Style to Negotiate Better:

- Knowing and understanding your own behavioral style - keys to how you negotiate.
- Negotiation Style Assessment.
- Approaches to negotiation.
- The "win: win" and why it is misunderstood.
- The two distinct approaches to negotiation.
- Communication style and the negotiation process.
- Adapting to different communication styles.
- Negotiation and ethics.

## Unit 3: Developing a Strategic Approach to Negotiation:

- A strategic approach to negotiation - Distributive negotiation strategies.
- BATNA, Zone of Possible Agreement.
- Openings, anchors, offers, and counteroffers.
- A strategic approach to negotiation - Integrative negotiation strategies.
- Sharing information, diagnostic questions & unbundling issues.
- Package deals, multiple offers, and post-settlement settlements.
- Knowing and maintaining your sources of negotiation power.
- Sales negotiation behavior - a practical approach.