

## Winning Negotiation Skills

2 day  
Course

### 'Influence to Win'

**Business Scenario** When it comes to negotiation, everyone wants to win. With the right preparation, skills and strategy you can. This course shows how a firm, structured approach to negotiations yields more 'win-win' outcomes.

**Who will Benefit?** Sales people, buyers, service providers or people in a customer facing position. Those looking to boost their confidence and achieve successful outcomes when negotiating with suppliers, clients or colleagues.

**Course Objectives** By the end of the course you will be able to:

- Recognise and apply the skills and strategies of successful negotiators
- Work with a '5 stage approach'
- Structure and present persuasive proposals
- Create 'win win' outcomes
- Choose the right tactics for the right situation
- Identify your own negotiating style and know how to use it effectively
- Use proven techniques to close effectively

### Course Content

#### Planning & preparation

- Understanding the principles of success
- Knowing the skills you need
- Working with different types of negotiation
- Defining clear objectives
- Clarifying priorities and starting position
- Assessing the other party's strengths and weaknesses

#### Presenting the proposal

- Timing and phrasing your objectives effectively
- Choosing the right response
- Using tactics and counter tactics
- Reading and using body language

#### Negotiation tactics

- Negotiating in groups
- Understanding and allocating roles
- Briefing the team
- Dealing with unhelpful behaviour

#### Bargaining power

- Keeping the advantage
- Using 'packaging' to strengthen your position
- Using 'visioning' to stimulate desire

#### Closing with confidence

- Choosing the right 'close'
- Timing your final offer
- Overcoming last minute hitches
- Using a mediator

**Course Features** You will be given opportunities to try out ideas and skills in situations that can prove you as a successful negotiator. By practising the key stages of the negotiation process, you will identify the defining moments where choosing the right strategy can make all the difference.