

# Practical negotiating

**This course provides the basic skills needed for everyday negotiations. You acquire a negotiations skills toolbox to help you reach satisfying agreements with your colleagues, your manager and other negotiation partners.**

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**Duration** 2 days

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**Group size** Maximum 9 people

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**Who for** *People who negotiate either internally in the company with colleagues, or externally with buyers or sellers. It is intended for people with a limited experience of business negotiations who have not followed any negotiation training before.*

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- Objectives**
- *learn how to prepare thoroughly for a negotiation*
  - *focus on building a good relationship with your negotiating partner*
  - *develop your listening skills*
  - *be able to present a clear and effective argument*
  - *control the agenda during a negotiation*
  - *understand your partner's negotiating strategies and be able to respond appropriately*
  - *be able to close the deal*
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- Modules**
- 1** *Key elements of good negotiations*
  - 2** *Preparing for a negotiation*
  - 3** *Developing effective communication skills*
  - 4** *Structuring the negotiation*
  - 5** *Dealing with difficult situations*
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## Why do this course?

Everyone needs to negotiate, both at work and in everyday life. You may not engage in high level business negotiations, but perhaps you deal with customers or suppliers on a daily basis. You probably have to discuss work issues and resolve problems in meetings with colleagues, and you may have important requests to make of your manager. At home, you negotiate with your life partner, car salesmen, plumbers and many others.

Everyone can benefit from developing basic strategies, such as how to listen for the underlying message, to understand your negotiation partner's needs and be able to use that knowledge to reach the agreement you want. You can also learn how to manage the discussion and lead it towards the right conclusion.

Knowing the key principles of good negotiation will give you the confidence you need to handle a wide range of situations where you, your department and your company have something to gain.

## Benefits

By the end of the course, you'll be able to:

- 1** prepare for each situation with information and strategies
- 2** build a good relationship with your negotiating partner
- 3** listen more effectively and communicate your needs more clearly
- 4** set out the agenda for a negotiation
- 5** lead the discussion to a satisfactory conclusion

## Course content

### 1 Key elements of a good negotiation

The introduction to the course covers the main points of theory necessary for understanding your negotiating goals.

- ◆ The importance of reaching a win-win solution
- ◆ The stages of a negotiation
- ◆ Effective negotiating strategies

### 2 Preparing for a negotiation

It is vital to do your research carefully: to have all the facts at your fingertips; to know your negotiating partner and to be aware of strategies you may need to use to reach agreement.

- ◆ How to research the situation
- ◆ What you need to know about your negotiating partner
- ◆ How to prepare yourself and your arguments so as to start from a strong position

### 3 Developing effective communication skills

Good negotiators are also good communicators and should have well-developed interpersonal skills.

- ◆ How to build a good rapport with your partner
- ◆ How to listen for the whole message
- ◆ How to organise and present your argument
- ◆ How to adapt your manner and body language

### 4 Structuring the negotiation

When you meet your negotiation partners, it is important to know how to begin. You need to be sure to cover all the points and leave nothing out. It is crucial that you don't give too much ground in the early stages, or start making proposals before you have all the facts. You also need to know how to wrap up the deal when you have an agreement.

- ◆ Setting the agenda
- ◆ Keeping control during the negotiation
- ◆ Closing the deal

### 5 Dealing with difficult situations

You may have your own preferred negotiating strategies – but what about those of your partners?

What strategies are they using? How can you respond appropriately and avoid being manipulated? What can you do when the negotiation sticks?

- ◆ Ideas for developing flexibility and creativity
- ◆ Examples of negotiating tactics and how to deal with them

## Elements that can be added

Your group may choose to focus on a particular type or style of negotiation.

You may want to include intercultural aspects of negotiating as a key component.

## Our approach

The course comprises both theoretical input and practice activities, such as simulations and role-plays. You will have a chance to try out the new techniques, watch yourself on video, and receive personal feedback from the course trainers.

## At the end of the course...

We provide each participant with a handbook that summarises the main theory and principles of negotiation. We also give you a feedback sheet which identifies your particular strengths, and specifies goals for you to work towards.