

## COURSE OVERVIEW

# Mastering the Art of Negotiations

## OVERVIEW

For many professionals, the most challenging skill in business is negotiating. This may be because it has elements of conflict, competition and haggling that many people find uncomfortable. However, negotiating also involves communication, collaboration and compromise, and these can be used as positive and effective strategies to find pathways to agreements that other methods miss.

*Mastering the Art of Negotiations* delivers the essence of negotiating. From what's really happening when two parties come together to how to look out for your interests ... from what to say and how to say it to what's better left unspoken ... this workshop delivers. Understand the power that's yours whenever you sit down at the bargaining table.

## LEARNING OBJECTIVES

- Describe the essential elements of a negotiation
- Identify the single most important key to negotiation success
- Establish your negotiation goals and determine your bottom line
- Discuss how to use all of your communication skills to negotiate the best deal
- Discover how to refocus a negotiation when things go off track

## COURSE HIGHLIGHTS

### Essential elements of a negotiation

- Define what negotiation really means
- The 3 crucial components of every negotiation
- The facts about negotiations
- The pros and cons of win-lose vs. win-win thinking

### Preparing for a negotiation

- Discover the framework for a successful negotiation
- Learn the 4 negotiation approaches and how they influence goals, needs and relationships
- Set the cornerstone for every successful negotiation using the 5-step collaborative approach
- Why it's vital to learn everything you can about the other party
- The 3 levers of a negotiation and how to improve each one
- How to handle a negotiation without power or authority
- Develop a negotiation agenda that includes your key considerations

### Communication skills

- The best way to begin a negotiation
- Recognize various communication styles and quickly adapt your style to build credibility
- How to avoid common communication mistakes

- What to consider when tactfully stating your position
- Getting the other party to listen to your solutions
- Listening mistakes that can damage relationships and cost you the agreement
- How to say “no” without guilt or explanation

### Persuade, negotiate and achieve results

- How tactics affect the result
- Proven methods to build credible relationships with internal and external parties
- Flexible offerings and solutions that maintain relationships
- Overcome challenging obstacles to agreement
- How to finalize the negotiation and close the deal
- How to renegotiate the deal after an offer is accepted

## TRAINING DELIVERY

- Pre-training: Tailoring and customization of content
- Delivery of training using presentation, small group exercises, case studies, role-plays, games, etc.
- Post-training: Follow-up within 30 days to review information, provide coaching, set goals, etc. (optional)