
Essential Negotiation Skills

Course Overview

We negotiate every day. Whether it is with our customers, our suppliers or our colleagues in the workplace, to our partner at home. Knowing how to structure your negotiations and use various tools and techniques will give you the confidence to enter into a negotiation and help you to secure a better deal for you and your organisation. This workshop will provide delegates with an overview of the key stages of a negotiation, together with the tool and techniques to be able to influence and persuade the other party. With lots of opportunities to practice, this course will not only give delegates the confidence to negotiate, but will help hone these skills in a 'safe environment'.

Target Audience

This workshop is aimed at sales professionals, procurement professionals, middle and senior managers and anyone else who is involved in recruitment and negotiations over compensation packages.

Course Overview

1. Introductions
 - a. Workshop objectives
 - b. Delegate objectives
 - c. Housekeeping

2. Why Negotiate?
 - a. What is negotiation?
 - b. Push v pull negotiation
 - c. Persuading, influencing & manipulation
 - d. Influencing styles
 - e. Creating value – the need to negotiate
 - f. Understanding the concept of value creation
 - g. Why don't we negotiate?

Case Study – mountain survival

3. Phase I – Planning
 - a. Step 1 – setting your goals
 - b. Step 2 – Research & the value proposition
 - c. Step 3 – Knowing your limits & setting the BATNA
 - d. Step 4 – Bid preparation & identifying the ZOPA

COURSE OUTLINE

- e. Step 5 – Trading currencies

Exercise – Trading currencies: PPL & HAL

- 4. Key negotiating skills
 - a. Listening skills
 - b. Reading body language
 - c. Building the confidence to negotiate
 - d. Dealing with nerves

Case Study - nuts

- 5. Phase II – Negotiating
 - a. Step 1 – opening the negotiation
 - b. Step 2 – Bidding & anchoring
 - c. Step 3 – Exploring
 - d. Step 4 – Bargaining
 - e. Step 5 – Closing using 6 x 'S'

Case Study – Buckinghamshire Associates

- 6. Getting to Yes
 - a. Separating the people from the problem
 - b. Focusing in interests not positions
 - c. Inventing options for mutual gain
 - d. Using objective criteria

Case Study – The apprentice

- 7. Phase III – Closing the Deal
 - a. Technique 1 – Ask
 - b. Technique 2 – Minimise
 - c. Technique 3 – Alternative
 - d. Technique 4 – Impending event
 - e. Technique 5 – Linkage
 - f. Ensuring the commercial viability of the deal
 - g. Using silence to close the deal
 - h. Getting what you want

Case Study – Dragons Den

- 8. Using and defending against influencing skills
 - a. Creating commitment and consistency
 - b. Developing relationships & doing favours for others
 - c. Building expertise as an authority
 - d. Using social proof and the scarcity factor

COURSE OUTLINE

9. Negotiating with different personalities
 - a. Self-assessment
 - b. Assessment of others – reading between the lines
 - c. Adapting your approach

Case Study – Renewing the Lease

10. Review
 - a. Action planning
 - b. Next steps
 - c. Close