

Negotiation Skills Workshop



More and more occasions require negotiation, especially in the business arena. Although negotiation takes place almost every day, it is not easy to do well.

Many negotiators fall into two camps – hard and soft.

The soft negotiator gives in all too easily making a number of concessions in the forlorn hope that the other party will reciprocate. The soft negotiator often leaves a negotiation feeling bruised and beaten into submission.

The hard negotiator sees the situation as a contest of wills – the objective of which is to win at all costs. This style of negotiation results in prolonged discussion without any movement toward a resolution. The hard negotiator often ends up arguing over positions rather than focussing on common interests. The hard ball negotiator claims they win all the time! However this is often far from the truth since they often miss golden opportunities in a dash to get across the winning line.

The best camp to be in is the cooperative negotiator – one who uses skills, knowledge, patience and experience to negotiate better deals satisfying all parties involved.

Imagine how much more successful you would be if you could negotiate effectively. Small adjustments in our negotiation techniques generate significant improvements in our business and personal achievements.

The value of undertaking effective negotiation skills training should never be under estimated. Immediate personal and professional benefits are available to those who implement the learning from this business to business negotiation skills workshop.

In this training master class you will have the opportunity to learn and practice cooperative business to business negotiating skills in a safe and friendly environment. You will actively participate in a number of development exercises aimed at honing your existing and newly acquired negotiation skills, effectively increasing your proficiency as a skilled negotiator.



For further information call us now on 01274 675014

Negotiation Skills Workshop

Course Objectives

- Understand the importance and financial impact of competent negotiation.
- Learn how to recognize and deal with different bargaining styles.
- Recognise you own preferred style of negotiation and its impact on your chances of success.
- Gain knowledge on how to confidently deal with objections
- Find out how to successfully plan for any negotiation.
- How to set and meet your objectives.
- Discover how to flush out valuable information.
- Dealing with tangible and intangible information.
- Identify with you personal power and learn how to increase it.
- Handle movement and effectively trading concessions.
- Realise how to structure any negotiation.
- Negotiating tactics; recognise them and learn how to confidently deal with them.
- Understand the importance of verbal and non verbal communication in delivering you message with impact.
- Recognise common mistakes made in negotiation and discover how to avoid them.

Who Should Attend



This course will add value to anyone who as part of their job role needs to negotiate agreements or contracts on a face to face basis. Typical attendees in the past have included sales staff, buyers, purchasing officers, business owners, directors, account managers, technical staff.

This workshop is highly interactive and involves a number of development exercises designed to make you a more effective negotiator. Delegates will need to bring a calculator and an open mind. We will provide everything else! You are only a day away from negotiating more business.

Call us now on 01274 675014 for more details.

This course can also be facilitated as an in-company event. Ask for details.