



## Webinar Events *live & interactive*



## Negotiation Skills

**Presented by:** Craig McGregor

**Delivered as:** A programme of 3 x 90 Minute Modules

Live and interactive with exercises, discussion and actions to take away

**Suitable for:**

Anyone who wants to improve their negotiating skills and outcomes. What you learn will give you a confident approach whether you're looking for the best possible deal, building stronger relationships, or a balance of both. Negotiation is a true-life skill and the techniques and tips you'll acquire can be applied every day of your life, in almost all interactions and circumstances.

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

- Adjust your mindset for optimum results
- Prepare before you negotiate
- Evaluate the relative strengths and benefits of both side's position
- Manage the negotiation discussion to perceived mutual, I advantage
- Understand your own negotiating style, and how you can improve and refine your skills
- Use effective tactics to gain traction, credibility and secure productive outcomes
- Understand how value is perceived and measured
- Modify your own communication style to your own advantage

### Module 1: Principles of Negotiation – 90 Minutes

- How can we reach satisfying agreements?
- What typifies successful negotiations?
- Quick Negotiation Quiz
- Understanding your own negotiating style and approach
- The Four S's: Style, Strategy, Structure and Skills

### Module 2: Structure and Skills – 90 Minutes

- Devising your game-plan for a successful negotiation
- Results or Relationship?
- Cost and Value. Features and Benefits
- Managing costs, pricing and variables
- Questioning and Listening skills
- Gaining agreement

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### Module 3: Negotiations in Practice– 90 Minutes

- Feedback from activity since previous module
- Tactics to use. Tactics to expect and overcome
- Managing so-called 'objections'
- Adapting your style for effective negotiation
- Advanced tips and techniques

Round up of key points and action

#### Post course:

Action Planning tool to focus on the changes you want to make and how to make them stick.

Ask about post-course 30 – 60 minute coaching session with Craig to review action plan progress

For more information or to book please call **020 7256 6668** or email **[enquiries@gbclearning.co.uk](mailto:enquiries@gbclearning.co.uk)**