

DURATION: One day

SUITABLE FOR: Individuals starting out or who need a refresher in negotiating on behalf of their organisation in relation to sales, contracts and terms. This workshop builds an understanding of the skills and techniques available to reach any type of critical agreement with external or internal contacts.

Objectives

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

- Understand the dynamics and process of negotiations in business relationships and transactions
- Practise the techniques used by seasoned negotiators
- Define and manage different stages of each negotiation sequence
- Understand the terminology of price, cost and perceived value and use each in the right context
- Confidently strike the best possible deal, ideally resulting in a win-win scenario

Programme

Introduction & Workshop Objectives

- What will we cover today?
- What are your priorities and types of situations and challenges you face

Vital Preparation Needed for a Successful Outcome

- What is a negotiation and what isn't
- Win – Win
- Negotiation quiz

The Key Tactics of Successful Negotiators

- The principles of negotiation
- Preparing properly – what must I do?
- The difference between cost and value
- Initial stance and fall-back position

How to Keep Control Under Pressure

- Defining and keeping the structure of the negotiation
- Keeping the negotiation in sensible chunks
- Agree a bit at a time

The Secrets of Variables

- How to respond effectively to others' tactics, objections and conditions

Effective Communication Techniques During the Negotiation Process

- Rapport: how to get it and keep it even under pressure
- Focus on what can be done not what can't

The way forward

- Taking ideas back to the workplace and putting them into action



CPD Certified
6 Learning Hours, 6 Points

For more information or to book please call **020 7256 6668** or email enquiries@gbclearning.co.uk