

Practical Negotiation Skills

Duration: One Day

Course Objectives: this course is designed for delegates with little experience in negotiation. The course focuses on the essential skills and stages involved.

The objective of the course is to give the delegates the confidence to enter into negotiation, knowing the importance of such aspects as a win:win situation, how to protect yield and the use of concessions. It is a very practical course, giving the delegates the opportunity to use their newly learnt skills in realistic situations.

By the end of the course, participants will be able to:

- Identify and understand the four stages of negotiation
 - Understand the importance of setting objectives and preparation
 - Recognise the difference between selling and negotiation
 - Successfully use variables and concessions
 - Maintain progress through difficult negotiations
 - Identify when to close the deal
-

Suitable for: those with little training in negotiation, regardless of experience.

Course Elements

- **The background - key approaches to negotiation:**

During the first part of the course, I work through a “questionnaire” with the delegates and ask them to answer questions about negotiation. The aim of this is to flush out any myths that surround the subject. It helps the delegates to understand the key principles of negotiation and it gets them to start thinking about some of the problems they are encountering and possible causes.

- **Compromise, Bargaining, Coercion, Emotion, Logical reasoning**

We discuss the key approaches used in negotiation and this leads into discussions about one’s manner and performance during negotiation and what effects it. It highlights that there is as much to learn about attitude when negotiating as there is theory and technique.

- **Understanding the four stages of negotiation – Inviting, Presenting, Bargaining & Closing**

By discussing a basic negotiation structure and examining the objectives of each stage, the delegates are able to gain a solid understanding of the techniques needed to maintain control during a negotiation. This is a vital part of the course and provides a framework which can be referred to throughout the programme.



- **The importance of communication – how it affects negotiation**

This is a vital subject that is often under-estimated during negotiation. We examine styles of communication, enabling the participants to assess their own communication style and see what helps and what hinders them.

- **Why preparation is so crucial – ensuring that one plans effectively**

The second phase of the course focuses on the vital subject of preparation. The main issue here is to help the group understand why preparation is vital and just jotting down a “what I would like to get and what’s the lowest I would accept” is really not good enough.

- **Setting objectives and targets**

We discuss setting objectives and how to plan a negotiation effectively. Setting clear goals and targets is absolutely crucial when negotiating. We discuss focus and how to assess the objectives of those you are negotiating with. In doing so one can use their needs and not simply fulfil their needs

- **Valuing and using variables and concessions effectively**

I will talk to the group about how they can use variables effectively and how to value variables in order that they can control the use of them. This technique enables the participants to learn how to manage their variables and not give too much away.

- **Practical techniques for planning proposals**

Developing the use of a planning grid, is a simple but effective system to control the negotiation and maintain momentum. Too often deadlock is reached quickly during a negotiation and this is often because the negotiators are not imaginative with their use of variables. Multi-dimensional negotiation that the participants will learn and they will be able to create interesting and flexible terms that will enable them to reach agreement and maintaining a win:win situation.

- **Presenting ones terms, creating a bargaining area**

- **Closing the deal – “checking the details”**

- **Individual and team exercises throughout**

The third phase of the course focuses on practical use of the structure. We will discuss how to present one’s terms effectively, how to trade variables and how progress the negotiation to a close. More importantly, this part of the course gives the participants the chance to practice what they have learnt. Without practice much of the theory and techniques remains “understood” but not practiced. This is a crucial difference. The practical exercises replicate the conditions negotiators find themselves in. they are often out of context and highlight the need for techniques regardless of the negotiation environment. Groups find these particularly useful because it enables them to develop the skills that will help them back in the “live” environment.



'I would be happy to come on more training sessions with Rachel as she truly understands the buyer and seller in all industries.'

'Fantastic, patient, upbeat and good teaching techniques.'

'Very good two-way training course, made relevant to our everyday jobs. Excellent in providing practical solutions to real-life negotiation issues – exceeded expectations'

'All my expectations / requirements were met. I feel going forward I will be in a much better position to negotiate not just with suppliers but internally too.'

'Very appropriate & well tailored. Anna was also excellent, professional & knowledgeable.'

'Clear & easy to understand information delivered in an entertaining stress free style.'

'Anna had an informative style & good knowledge of the subject. A really productive day & the course notes were of good standard & really useful'

'Usually when you sit in a course all day just listening, it can be boring but this course was delivered very well and we were all engaged all day. I would rate it very high due to the personal touch & delivery.'

'Bill was good at giving examples during the course & managed to keep my interest at all times. I enjoyed the course & would recommend it to others.'

