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What is Negotiation Skills Training?

In the competitive trading conditions of the twenty-first century, we are all under pressure to deliver better results. Buyers and sellers at the forefront of the commercial relationship and managers negotiating internally, all face increasing pressure to achieve more.

This Negotiation Skills training course describes a range of successful negotiating techniques and explains how you can use them to help you achieve your key objectives.

Negotiation Skills

Course Objectives

By the end of this negotiation training course, delegates will:

- Have the knowledge and tools necessary to be able to conduct any negotiation as a competitive and collaborative negotiation
- Understand how to make the most effective use of time available for negotiation preparation
- Appreciate the benefits of a wide range of persuasion techniques which are effective in commercial negotiations
- Be aware of the most commonly used tricks, traps and ploys used in negotiation and, more importantly, how to deal with them
- See for yourself the factors which make the difference between effective and average negotiators

The Process Of Negotiation

- the value of negotiating
- how negotiating differs from selling
- when selling stops and negotiation begins

How To Plan The Strategy

- targets - your bottom line and optimum aim
- tactics and objectives

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- pursuing a ‘win-win’ outcome
- retaining flexibility

The Negotiation

- understanding the other side’s needs and motivation
- interpersonal skills and body language
- presenting your case
- opening bids and offers
- dealing with objections and rejections
- how to avoid deadlock or how to make deadlock work for you
- give and take – the skill of negotiation
- the importance of summarising
- bargaining
- dealing with intimidating tactics

Clinching The Deal

- going for commitment
- how to close
- developing a long term relationship and preparing the climate for future negotiations

Telephone Negotiation

- voice and personality projection
- using silence
- controlling the call
- how to implement the negotiating process using the telephone

Action Plan

- participants plan and discuss what they will actually do upon their return to work

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achieve your key objectives.