

# Negotiation Skills

## Introduction

We all need the cooperation of other people - to achieve this we must negotiate. This applies to both personal and to business life.

The ability to negotiate is not, as some people believe, a talent we are born with. Clearly, some people find it very easy to be good negotiators. Others view the prospect of negotiating with dismay. However, no matter where we start, we can all develop good negotiation skills and apply them with confidence.

Effective negotiation in business delivers better relationships; long-term progress and the possibility of future business partnerships - in short, a mutual gain for both sides.

Effective negotiators understanding:

- The negotiation process
- The needs of the other party
- Their own desired outcomes
- What and how to trade
- How to reach effective win: win outcomes

In this course, we will explore how to negotiate effectively to build and preserve relationships and get effective and sustainable outcomes, which lead to commitment from all parties.

## Objectives

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

- Identify the key stages in the negotiating process
- Apply effectively each stage of the structured approach to negotiation, achieving 'Win-Win' and a consultative approach
- Turn features of their negotiating position into benefits
- Demonstrate effective questioning and listening skills to develop an understanding of the other parties
- Identify the challenges of negotiating in a range of environments and practices to overcome them
- Prepare personal action plans for future success

## Content

A sample of what is covered includes:

### Introduction to negotiating

In this session we will introduce the subject of negotiation and look at why we do it from a personal and business perspective. We will assess what our preferred style of negotiation is, it will cover:

- Why negotiate?
- Emotional and logical factors in negotiation
- Outcomes of negotiation

### Negotiating process

When negotiating it is vital to follow a tried and tested process as this allow us to ensure we cove all bases and achieve the best outcome. This vital session will look at:

- The negotiation process - an overview

- Prepare
- Debate
- Propose
- Bargain
- Preparation phase
- BATNA and WATNA
- Matrix approach

### Communication - the foundation for effective negotiation

Even though we follow a process it doesn't make us the best negotiators. Other skills are needed, one of the main being communication skills. In this session we look at the importance of communication when negotiating and cover:

- Communication and gathering information
- Facts & opinions
- What stops us from being good listeners?
- Active listening
- Signals and signaling
- Getting to grips with the power of body language
- How body language communicates more than you think
- Reading the body language of others
- Understanding and developing your own body language
- The keys to using non-verbal communication to understand and influence others during negotiation

### Features and benefits

- A formula to turn features into benefits
- How to demonstrate the benefits of what we are suggesting

### Proposing & bargaining phases

- Proposing what we might agree to
- Bargaining on what we will agree to

### Assertiveness in negotiation

- The assertive approach
- The assertive sentence

### Countering bullying and dirty tactics

- Troubleshooting
- Handling unreasonable demands and last-minute changes
- Recognising and countering dirty negotiating tactics and approaches
- Using time effectively in negotiations
- Understanding the use of variables, gambits and tactics

### Managing conflict and disagreement in negotiating

- Analysis of preferred conflict response styles using the Thomas-Kilmann conflict mode questionnaire
- How to deal with different styles
- Which style is being used

