



The Art & Science of Negotiation

Overview

Adopt a win-win approach that fosters positive relationships and achieves desired business outcomes.

People negotiate every day. It may be with customers, vendors, colleagues, a boss, or employees. Whether it's allocating resources for a project, funding a new initiative, or agreeing on who will take on specific tasks, negotiation is at the heart of the process. This hands-on session offers a step-by-step guide to effective negotiation. Now, your staff can begin to master the skills they need to become a win-win negotiator. This program will reinforce the principles of collaborative negotiation and using a step by step process to explain what it takes to become a collaborative negotiator – and how to avoid the most common negotiating pitfalls. Participants will learn the benefits of collaborative negotiating style, the four step model of successful negotiation, and how to ensure satisfactory follow through.

Who Should Attend

Senior and mid-level managers, who have to deal with customers, suppliers and external and internal stakeholders.

Learning Outcomes

At the end of this program participants will acquire the skills to:



- Apply the skills of collaborative negotiating to real-life situations both within and outside the work environment.
- Practice the collaborative discussion model of achieving win-win outcomes for negotiating.
- Prepare quickly and appropriately for any negotiation.
- Improve interpersonal and relationship skills needed to support a collaborative negotiating style.
- Develop the ability to discuss propose and respond to negotiators.
- Create a personal action plan for improving negotiating skills.
- Understand ploys and tactics used during negotiations and the modus operandi to circumvent such situations to get profitable negotiating outcomes; handling anger, use of influencing skills.
- Understand non-verbal communication and developing listening skills.

Program Delivery

This program is highly interactive, participative and experiential. The workshop takes place in an enthusiastic, warm and inspiring atmosphere, using the most appropriate and interesting methods of training delivery and equipped with relevant tools and workbooks, case studies, role plays, exercises and check-list preparation.



Program Outline

▪ Understanding Negotiation

- Types of Negotiations
- The three phases of negotiation
- Key skills for successful negotiating

▪ Getting Prepared

- Establishing your WATNA and BATNA
- Identifying your WAP
- Identifying your ZOPA

▪ Laying the Groundwork

- Setting the time and place
- Establishing common ground
- Creating a negotiation framework
- Understand the Four Steps Negotiation Model
- Sell value, not price

▪ Know Your Customers

- Understanding the Buying Process
- Games buyers play
- Understanding different negotiation ploys
- Sources of Power in Negotiation
- Controlling your emotions
- Deciding when it's time to walk away

▪ The Mutual Gain

- Creating a Mutual Gain Solution
- What do I want, What do THEY want, What do WE want
- Reaching consensus
- How to break a deadlock
- Building an agreement
- Negotiation checklist to ensure a successful outcome
- Closing

▪ Sharpening Your Skills

- Practice Sessions with Situational Role Plays

▪ Action Planning

- My Negotiation Planner



Action Plan



Facilitators

Our facilitators have extensive experience in training leaders and have trained more than 300 people in Art and Science of Negotiation. Please see Trainer profiles.

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