

Negotiating a Win Win

1 day workshop

‘Influence to Win’

Scenario	When it comes to negotiation, everyone wants to win. With the right preparation, skills and strategy you can. This workshop shows how a firm, structured approach to negotiations yields more ‘win-win’ outcomes.
Audience & Benefits	Sales people, buyers, service providers or people in a customer facing position. Those looking to boost their confidence and achieve successful outcomes when negotiating with suppliers, clients or colleagues.
Objectives	By the end of the workshop you will be better able to: <ul style="list-style-type: none">▪ Recognise and apply the skills and strategies of successful negotiators▪ Work with a ‘5 stage approach’▪ Structure and present persuasive proposals▪ Create ‘win-win’ outcomes▪ Choose the right tactics for the right situation▪ Identify your own negotiating style and know how to use it effectively▪ Use proven techniques to close effectively
Content	
Planning & Preparation	<ul style="list-style-type: none">▪ Understanding the principles of success▪ Knowing the skills you need▪ Working with different types of negotiation▪ Defining clear objectives▪ Clarifying priorities and starting position▪ Assessing the other party’s strengths and weaknesses
Presenting the Proposal	<ul style="list-style-type: none">▪ Choosing the right response▪ Using tactics and counter tactics▪ Reading and using body language
Negotiation Tactics	<ul style="list-style-type: none">▪ Negotiating in groups▪ Understanding and allocating roles▪ Briefing the team▪ Dealing with unhelpful behaviour
Activities	You will be given opportunities to try out ideas and skills in situations that can prove you as a successful negotiator. By practising the key stages of the negotiation process, you will identify the defining moments where choosing the right strategy can make all the difference. Action planning for future success and integrating principles into practical application.
	Bargaining Power <ul style="list-style-type: none">▪ Keeping the advantage▪ Using ‘packaging’ to strengthen your position▪ Using ‘visioning’ to stimulate desire
	Closing with Confidence <ul style="list-style-type: none">▪ Choosing the right ‘close’▪ Timing your final offer▪ Overcoming last minute hitches▪ Using a mediator
	Key Exercises & Theory <ul style="list-style-type: none">▪ Types of Negotiations▪ 7-point Negotiation Model▪ Merrill-Reid Social Styles▪ Phases of Negotiation