

**Course Overview:**

Negotiation is part of our daily lives. Every day we negotiate with customers, suppliers, co-workers, business associates and family members. Negotiation is a method by which people settle differences. It is, to put it simply, the process of trying to get what you want from another person. Too often, business negotiations are limited to a battle over price.

**Course Objective:**

- Compare and contrast between the integrative and the distributive types of negotiations
- Evaluate and assess the soft, hard and principled styles in negotiation
- Identify and assess personality styles in negotiation
- Distinguish between the four phases of negotiation
- Examine and apply the different negotiating tactics
- Discover the best approach to resolving conflict and building trust
- Plan and conduct effective negotiations as part of a negotiating team

**Course Outline:**

- Basic Negotiation Skills
- The many faces of negotiation
- Why do we need to negotiate?
- Negotiation outcomes
- Negotiation behaviors
- Negotiation and personality styles
- Characteristics of a good negotiator
- Essentials of negotiation
- Phases of negotiation
- Plan/prepare
- Discuss/debate
- Propose/bargain
- Negotiation planning, preparing, and power
- The seven pillars of negotiation wisdom
- Assessing the source of negotiating power
- Altering the balance of power
- Negotiation strategies, tactics and trust building
- Thirteen basic negotiation tactics
- Negotiation mistakes to avoid
- Dealing with difficult negotiators

**Who Should Attend:**

Executives, managers, professionals, salespeople, entrepreneurs, customer service representatives, and anyone who wishes to enhance their negotiation skills and make negotiations a more enjoyable.

**Training Language:**

English

**Training Methodology:**

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation