



Negotiation is a vital skill for anyone in sales or a customer facing role. Successful negotiations achieve positive results, build positive relationships and leave positive Impressions - all of which retain and grow profitable customers.

Objectives:

On completion of this programme, participants will be able to:

- Recognise when negotiation is required
- Plan and prepare negotiating variables
- Evaluate options and strategies to achieve positive outcomes
- Manage tension/emotion in self and others
- Use a leading negotiating model to negotiate effectively
- Identify trading variables and their cost or value
- Exchange variables to achieve win/win outcomes
- Successfully reach agreement and close a negotiation

What is covered?

This program is customized to include practical exercises, case studies, negotiation planning templates, videos and business scenarios that participants can practice in 1:1 role-plays.

Content:

- What is a negotiation?
- Understanding the relationship between conflict & negotiation
- Identifying the key roles and responsibilities in negotiation
- When does selling become negotiating
- Negotiating service level agreements (this module is adapted to suit specific client needs)
- Preparation
- Opening Negotiations
 - Understanding power and personality types
- Bargaining
 - Being aware of international/cultural norms and expectations
- Maintaining a strong position
- When to give ground /Appropriate Movement
- The **SEEDS** framework
 - Set Up > Evaluate > Exchange > Deal > Solidify
- Tricky one on one role plays negotiations
- Evaluating variables with templates and other supplied tools
 - Ranking our variables
 - Anticipating their variables
- Dealing with opposition tactics
 - Budget Bluff / Gentle Touch / Trawl / The Squeeze
- Reaching agreement, closing and moving forward

Duration: 2 Days

