

2 – DAY NEGOTIATION SKILLS



Introduction

Do you usually avoid negotiations because you find them uncomfortable?

Do lots of your negotiations bring about misunderstandings rather than new worthwhile enterprises?

Ever dreamt of flying through a deal without being seen as hostile or overconfident?

If your response to a majority of the above questions is YES, then you need a 'helping hand'. It is usually the variety of expectations, emotions and strategies involved that really applies the pressure to the negotiator, which easily can – and often does – steer the process in the wrong direction.

In every aspect of business, negotiation has a key role to play. This course is designed to help you achieve your specific negotiation goals whether you are dealing with high value negotiations or want to improve your daily negotiations with colleagues or clients. This course will arm you with a plethora of tools, strategies, and tactics you can apply to achieve your key objectives. It also provides a systematic and practical structure which all negotiators can learn and improve from. During the process you will also get to hone and sharpen your communication and interpersonal skills.

In this beneficial and practical workshop, you will obtain a solid framework, tools, techniques & skills to negotiate the outcome desired by effectively navigating the negotiation process from preparation stage to successful commitment.

Course Objectives

By the end of this course, you will be able to:

- Become a more effective negotiator by developing your "tool kit" of negotiation tactics & strategies.
- Learn tactics that work in the real world
- Master persuasiveness & influence in negotiation
- Establish and build instant rapport with the other party
- Ensure you do not lose out in any business dealings
- Learn to get what you want without generating bad feelings
- Turn objections into business agreements
- Evaluate your level of confidence & preparation –always know if the other side is telling the truth
- Find out how to avoid giving away too much
- Analyse & improve to arrive at win-win negotiating outcomes
- Master key negotiation techniques required for business success
- Be able to practice tactics to prevent & break deadlocks
- Learn some of the key negotiation tactics & strategies that top negotiators employ in their business dealing

Methodology

- Expert Input & Instructions
- Comprehensive Notes, Workbook & Handouts
- Group Discussions, Presentations
- Group & Individual Exercises
- Video Clips, Brainstorming Sessions
- Practical Hands-On Sessions
- Demonstrations, Role Play
- Relevant Games & Activities
- Creative Music, Visualisation, Clearing Techniques
- NLP Tools

Who Should Attend?

- Junior and Middle Management

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Course Outline

MODULE 1: STRATEGIC NEGOTIATION – WHAT IS IT?

- Assessment: evaluate your strengths & weakness as a negotiator
- Assess your personality, behaviour & style of working
- Understanding strategic negotiations & deal making
- 3 components & 4-stage process of negotiation
- Set objectives & goals – be very clear what you intend to achieve

Personality Profiling: Give You an Edge & to Build Powerful Relationships

Assessment of Strengths & Weaknesses

Video Clip on Negotiation – Discussion & Lessons Learnt

Factors to Keep in Mind during Preparation

MODULE 2: THE POWER OF PERSUASION & INFLUENCE IN NEGOTIATION

- Understanding how persuasion works
- Mastering persuasive language patterns to get what you ask for
- Key logical steps to follow & use
- Essential sequencing for effective persuasion
- How to avoid resistance & sustain influence

Influence Game – Demonstrating the Power of Persuasion

MODULE 3: PREPARING FOR A GOOD NEGOTIATION – SYSTEMATIC & FOCUSED

- Key ingredients of the win-win negotiation: content, atmosphere, power balance & procedures
- What information to gather & how to go about it
- Impact of timing, location & seating arrangement
- How to influence the climate of negotiation to your favour
- Consider solutions, strategy alternatives & the balance of power

1st Negotiation Activity: Developing Strategies Before Your Negotiation

MODULE 4: OVERCOMING DEADLOCKS & BLUFFING

- The secrets that no book or university will teach you!! Learn them all here
- Tactics you should know to minimise & overcome deadlocks
- Dealing with bluffing, manipulation & dirty tricks
- Planning & using questions
- Words & language that could swing the deal for you
- Improving your active listening skills
- Talking your way out of difficult/ win-lose situations
- Applying a 6-step process to negotiating conflict
- Influencing through the other person's strategy

Role-Playing Conflict Resolution & Mitigation

Activity: Use Of Tactics

MODULE 5: RAISING THE BAR - NEGOTIATING STYLE & POWERFUL TACTICS

- Assess yours & your opponent's style, tactics & strategies
- Practical tactics to avoid being "steamrolled" by the other party
- Conflict styles & their effects: win-win, win-lose, lose-lose negotiation
- Tools & rules to move negotiations in the right direction to achieve your goals
- Applying convincing strategies
- Match style tactics to the issues
- Master the 4-step process towards win-win
- How to control impulsiveness
- How to save face-on both sides
- How to benefit from the win-win approach

2nd Negotiation Activity: Strategies & Preparations (Case Study)

Win/ Lose Negotiation: XY Game

Exercise: Tactics & Strategies Used by Top Negotiators



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MODULE 6: BARGAINING & PREPARING TO DEAL - THE HEART OF NEGOTIATION

- The process – the 4 steps of bargaining & planning to deal
- Anticipating possible objections & rejections
- Techniques to influence, persuade, impress & create impact
- Questioning technique & the art of asking for what you want
- Motivate & engage by reframing ideas & concepts
- Increase power using a strong WATNA & BATNA position

3rd Negotiation Activity: Strategic Negotiation & Deal Making (Case Study 2)

MODULE 7: UNDERSTANDING HUMAN MOTIVATION, BEHAVIOURS & ATTITUDE

- Leverage & maximise your strengths
- What is the best way to negotiate with different types of personality/ behaviour
- Establishing rapport – leading & pacing the other party
- Connecting with others through subtle influencing
- Anchoring yourself to your preferred mental state
- Developing the stamina to persevere & not lose steam in long negotiation
- Escalating & de-escalating behaviour

Exercise & Role-Play: Stamina Gym for The Negotiators
Rapport Building: Mirroring & Matching, Pacing & Leading

MODULE 8: MANAGING EMOTIONS DURING NEGOTIATION

- Maintaining composure & confidence
- Eliminating negative emotions
- Preventing provocations & conflicts in both sides
- Dealing with situation where power is in the hand of the other party
- The 8 primary emotional appeals
- 4 most positive emotion that will compel a person to strive for & to achieve
- 2 most negative emotions that will compel a person to try & avoid
- 15 most persuasive words that will drive a person to make a commitment

Role Play - Emotion Management Skills for Negotiators

MODULE 9: THE MILLIONAIRE MINDSET FOR NEGOTIATION

- Calculating risks & caution
- Break self-defeating behaviour patterns
- Using subliminal & mind mastery techniques
- How to condition & program your mind to get the deal
- How to master your mind to ensure negotiation success

Mind Mastery Techniques to Blow You Away!

