



## Course Outline: NEGOTIATION SKILLS

### INTRODUCTION TO NEGOTIATION SKILLS

As in chess, once you sit down at the table to negotiate, every move counts. Many factors may undermine an optimal settlement: the emotions of participants; the potential for misunderstanding what could be gained (or lost) and differing interpretations of what constitutes fair play.

Negotiation is usually considered as a compromise to settle an argument or issue to benefit ourselves as much as possible.

Communication is always the link that will be used to negotiate the issue/argument whether it is face-to-face, on the telephone or in writing. Remember negotiation is also not always between just two people: it can involve several members from two parties.

Negotiation, in a business context can be used for selling, purchasing, staff (e.g. contracts), borrowing (e.g. loans) and transactions, along with anything else that you feel are applicable for your business.

We negotiate every day! We should all learn how to do it well!

### COURSE OUTLINE

1. Definitions, situations and skills:
  - a. What can be negotiated?
  - b. Situations difficult to negotiate
  - c. Defining negotiation
  - d. Negotiation models
  - e. Background, attitudes and profile of the negotiator
2. Preparation:
  - a. Objectives
  - b. Assessment of strengths and weaknesses (of both parties)
  - c. Listing variables
  - d. Identifying concessions
3. Psychological preparation:
  - a. Characteristics
  - b. Assertiveness and responsiveness scales. How to negotiate with:
    - i. Driver
    - ii. Analytical
    - iii. Amiable
    - iv. Expressive



## Continue... / Negotiation Skills

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- v. Transactional Analysis
- vi. Identifying Motivators
- 4. Structure and strategy:
  - a. Structural essentials
  - b. Structural outline
  - c. Opening negotiation
  - d. Making bids
  - e. Assessing advantage
  - f. Emotions
  - g. Cultural differences
  - h. Case Study
  - i. What to do in case of an impasse (getting stuck)
- 5. The Influence of behaviour:
  - a. Eye contact and eye movement
  - b. Body language
  - c. Voice
  - d. Humour and emotion
  - e. Buying signals
  - f. Active interaction
- 6. Team negotiation:
  - a. Problems and strategies
- 7. Negotiation role-play

## OUTCOMES

Delegates will be able to:

1. Prepare for negotiation taking all important factors into account.
2. Prepare psychologically for negotiation.
3. Structure negotiation.
4. Manage own and others' emotions.
5. Read and analyse body language and eye movements.
6. Take cultural differences into account.
7. Use humour effectively.
8. Identify someone's assertiveness/communication style and know how to negotiate with them.
9. Know how to read and listen for buying signals.
10. Be actively involved in the negotiation.
11. Strategise and negotiate with a group of people by identifying and dealing with problems.
12. Practice their new negotiation skills in class.

## DURATION

Two days.