

## Negotiating Skills

This course will show that **negotiating skills are different from sales skills**. They are of primary importance for sales people in the final stages of the sales process, but at the same time they are invoked daily by individuals at all levels in an organization that are involved in both internal and external discussions. From **simple extensions of a project plan to company-level commercial agreements, negotiation is a major factor in bottom-line profitability**. From a personal point of view of the **ability to negotiate is the most financially productive skill that an individual can possess**.

### *Objectives*

Understand the key stages in the negotiation process

Understand the characteristics of successful negotiators

Recognize the need for the preparation before negotiation

Use, recognize and counter negotiation techniques and tactics

### *Audience*

This course is designed for **sales people and anyone who is involved in business**. It goes beyond a simple **checklist of negotiations ticks and tactics** by introducing the concept of a **structure to the negotiation process**. In this way it is suitable for **all** those who get **involved in professional negotiations both internally and externally**.

### *Duration*

This is **one day Negotiating Skills** course. The course starts at **09:30** and runs until **16:30**. **Alternate timings** can be arranged upon request. The course can be held on a **date that suits you**.

### *Locations*

Our **Negotiating Skills** course can be run at **our training venue near Liverpool Street (London)** or any preferred location in the **UK or Europe**.

## Negotiating Skills Course Outline

### Introduction

What is negotiation?

Alternatives to negotiation

All methods have a role to play

When is it appropriate to negotiate?

### The 4 Phases of Negotiation

How to prepare

How to debate

How to propose

Bargaining