



Advanced Negotiation Skills

Negotiation is something people do all the time and is not only used for business. For example, people use it their social lives perhaps for deciding a time to meet, where to go for dinner, etc. Business negotiation is the process by which typically two or more parties come together to try to create a mutually agreeable contractual decision. This stimulating course introduces the skills required for taking part in successful negotiations. It introduces a systematic approach to preparing and conducting negotiations at all levels through analysis of case studies, discussion of real life experience and by taking part in simulations to develop and implement appropriate skills for a professional deal.

Expected Accomplishments

- Understand the meaning and importance of negotiation in business
- Identify underlying interests and formulate arguments
- Understand the language of negotiation tactics
- Be familiar with and use different types of negotiation
- Impact of culture in approaches to negotiation.
- Draft opening proposals, know own strengths and weaknesses, and effective listening
- Rectifying objections and finalizing the deal

Course Outline

- Basics
 - What is negotiation?
 - Skills of good negotiators
 - Why do we need negotiation skills?
 - Preparation for a negotiating deal
 - Logistics of the room and seating
 - Techniques to keeping ahead from the beginning
 - Managing the negotiation process
 - Process expansion technique
 - Problem solving questioning techniques or probing
 - Emotional win & material win
- Beyond the basics
 - Innovative and entrepreneurial nature of the cooperative style of negotiating
 - Sharing risk-failure success-prosperity-vision
 - How other cultures negotiate
 - Communication Subtleties
 - Competitive negotiations
 - Strategy of concession making
 - Funny money - negotiating for value rather than price
 - The subtleties of power
 - Strategies for testing a firm price or position
 - Drafting finalizing and signing the agreement





- Case studies
 - Walmart
 - The strategy of both-win.... IBM
 - Techniques to work in gaining a better deal...DU-Etisalat
 - Breaking a deadlock.....Etisalat-EMTS

Who Can Benefit

Sales personnel of all levels

Related Training

- Strategic Selling and Large Account Management
- Etisalat Products and Services

Duration

2 days

Mode

Consultant led interactive lectures, tutorial exercises, case study and video, leading to group discussion

Prerequisites

Good communications skills

Course Code: COM-180

