



NEGOTIATE OR WAR

Measurable and improved results through skills transfer, practical application and ongoing development.

Program Outline

In this competitive environment, there doesn't always have to be losers. In this competitive environment, we don't have to fight with the other party to win. Through negotiation, we can achieve a win/win situation

This program demonstrates how the individual, and hence our organisation, can benefit from a collaborative approach to dealing with others.

Participants will realise that most situations are negotiable, that they can trade concessions, recognise negotiation styles and tactics, set strategies and break deadlocks, all for a mutually satisfying outcome. Of course, you can ignore all this and keep lobbing grenades at one another!

Emphasis is on commercial negotiations and is ideally suited to sales personnel and managers who interact with others on a daily basis.

Participant Benefits

This programme will improve your skills to negotiate in a variety of business situations. It will assist you to negotiate more confidently and effectively.

- Recognise that most situations have the potential for negotiation
- Define the meaning of negotiation and determine its elements
- Identify sources of information and utilise the information to achieve objectives
- Determine the needs of negotiators to fit benefits to satisfy those needs
- Set objectives and prepare a negotiation plan
- Recognise negotiation styles and utilise the collaborative approach for a win/win solution
- Determine how needs are met through negotiation

Program Content

Module 1: Defining Negotiation

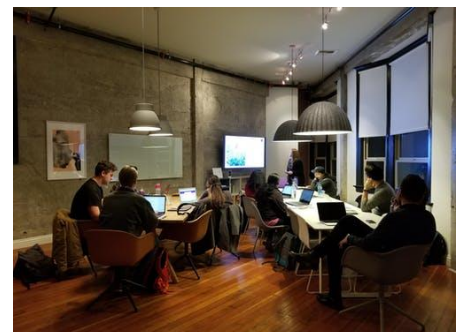
Negotiation is already an integral part of everyone's life and so we have developed and practised negotiation skills. Often the way we negotiate is more habitual than a consciously controlled act.

- What is negotiation?
- Elements of negotiation
- Recognising the potential for negotiation in work situations
- Everything is negotiable
- The negotiation framework
- 10 commandments of negotiation

Module 2: Plan and prepare

This is the key to successful negotiation, yet an area that is, sadly, so often overlooked in our haste to conduct the face-to-face negotiations and conclude the deal. It is in this phase that the success, or otherwise of our negotiations will be determined.

- Sources and power of information
- Setting goals
- Establishing wants
- Determining strategies and expectations
- Considering the options
- Negotiation planner
- Writing the negotiation plan



Module 3: Negotiation Styles and tactics

Styles of negotiation are neither right nor wrong. It will depend on the individuals and the circumstances. We must recognise the styles and tactics that we and the other party employ to take the appropriate action for the most favourable outcome.

- Negotiation styles
- My negotiation style
- Recognising and using tactics
- Assessing the options
- Managing opposition
- One-on-one negotiations
- Team negotiations

Module 4: Stating Position and Wants

Many negotiations can take longer than necessary because parties fail to state what they want. Stating your position early in the negotiation allows for more effective communication and determines if the benefits are worth the cost.

- Ways to state your wants
- Determining the other party's expectations
- Explaining the other party's gains and benefits
- Building trust
- Questioning and probing techniques
- Listening skills

Module 5: Trading Concessions

This is where your bargaining and negotiating skills will be tested. Concessions will be made and compromises reached. You will look for value given and received.

- Set Objectives
- Competitive and collaborative trading
- Recognising tactics
- Trading information
- Needs analysis
- Determining areas for negotiation
- The power of time
- Communicating for agreement

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Module 6: Breaking Deadlocks

The experiencing or anticipation of a deadlock can be a traumatic event for a negotiator. Why? Because it can be seen as an indication of failure, that there are opposing forces preventing action towards purposeful negotiations. Some negotiators find it easier to explain a poor agreement than admit deadlock.

- Causes of deadlock
- Recognising deadlock – actual or tactic?
- Assessing the options
- Ways to avoid or overcome deadlocks.

Module 7: Agree and Conclude

For any negotiation to be successful, an agreement must be reached. All your negotiation skills will amount to nothing if you cannot reach an agreement. Obtaining and giving commitment is confirmation of what has been decided.

- Easy ways to obtain agreement
- Knowing when and how to obtain agreement
- Commitment is two-way
- The best way for you

Module 8: Follow up and Maintenance

Many a person's expectations have been dashed and many an organisation's business has been lost because people did not follow up and maintain the relationship. Attention to detail and spending time on the relationship builds trust and makes future negotiations easier and more profitable.

- Steps in follow up
- Maintenance checklist
- Building a profile
- The negotiation cycle

