

Advanced Negotiation

A two day interactive program designed to develop skills in negotiation and the confidence to apply those skills.

Program outline

By the end of the program delegates will have gained experience in & developed understanding of

- The negotiation process
- Preparation and planning; how to prepare for a negotiation
- Negotiation in a relationship context; how to negotiate with partners
- Methods of persuasion and their application to influencing in business;
- "Golden Rules" of persuasion: how to influence others effectively
- How to detect and deal with the other party's attempts to influence you;
- Feedback sessions in small groups including video tape playback and analysis;
- The buyer's perspective on sellers and their tactics.
- The supplier's perspective on buyers and their tactics.
- Concession behaviour and the art of movement
- Markers; what they are and how to use them
- Positive behavioural traits and aspects of non-verbal behaviour

Benefits to the delegates

By the end of the program, delegates will be able to:

- Define negotiation and describe the process of negotiation;
- Undertake a variety of processes involved in preparation and planning, including setting objectives and planning the phases of a negotiation;
- Identify the commercial context of the negotiation and adapt their behaviours to deal with the particular context;
- Employ a variety of persuasion methods to achieve their goals, including conditioning the other party, bargaining (trading), and the use of logic;
- Decode the other party's techniques and tactics neutralise their tactics and build rapport more effectively;
- Distinguish the phases of negotiation and the behaviours appropriate at each phase;

Benefits to the organisation

This program will equip experienced delegates with skills in influencing and the confidence to apply them to achieve better results in demanding commercial negotiations.

Duration & level

2 days. Advanced level program

Who should attend?

Procurement professionals who need to develop a detailed understanding of negotiation and particularly those whose performance is largely dependent on effective interpersonal skills