



Negotiation skills

Successful negotiators influence others to achieve the outcomes they want while maintaining rapport and goodwill. This module, which focuses primarily on process, provides a robust framework that can be applied to all negotiations. Participants will be able to adapt their negotiating style to overcome manipulative tactics.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

Which conditions must exist for a negotiation to take place?

- Bargaining parameters and identifying a fallback position
- Effective negotiation is about dialogue, not confrontation

Conducting a negotiation

- Use a proven and systematic approach to negotiation
- “Failing to prepare is preparing to fail” – Benjamin Franklin
- Build rapport and get the negotiation off to a good start
- Control the process
- Maximise your sources of power to bargain successfully

Adapt your style and overcome objections

- Read the other party’s mood and adapt accordingly
- Learn the three key negotiating styles and use your own strengths to your advantage
- Identify and overcome objections

Closing the negotiation

- Use alternative closes to conclude the deal at or next to your ideal position

Participants will learn to...

- Apply a systematic approach to all negotiations
- Invest time in preparation to eliminate avoidable pitfalls
- Identify their ideal and fallback positions to set the bargaining arena and know when they are prepared to walk away
- Use their preferred style not to be phased by three key negotiating styles
- Practise listening skills to identify the clues of the other party’s key drivers
- Give low-cost concessions in exchange for high value returns
- Negotiate confidently to achieve successful results