



# Negotiating the deal

Successful negotiators influence others to achieve the outcomes they want, achieving a profitable outcome for both parties and maintaining rapport and goodwill. You will walk away with the knowledge, skill and confidence you require to negotiate a truly win-win deal and dramatically improve your bottom-line profits.

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?

- When negotiation happens during the buying/sales process
- Bargaining parameters and identifying a fallback position
- Understanding position v interest
- Planning and preparing for a negotiation

### Conducting a negotiation

- Use a proven and systematic approach to negotiation
- Control the process
- Trading variables and counter offers
- Maximise your sources of power to bargain successfully

### Ending negotiations

- Finalising the negotiation
- Your walk away point and how to walk away
- Using your best alternative to a negotiated agreement

## Participants will learn to...

- Apply a systematic approach to all your negotiations
- Invest time in preparation to eliminate avoidable pitfalls
- Identify your ideal and fallback positions to set the bargaining arena and know when you are prepared to walk away
- Know how to leave the door open when walking away from a deal
- Practice listening skills to identify the clues of your customer's keydrivers
- Trade low-cost concessions in exchange for high value returns
- Negotiate confidently to achieve successful results for both parties

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