



MJM Business Solutions Limited

Management Training and Consulting

NEGOTIATION SKILLS

2 Days

Executive Summary

Business is very competitive and everyone needs to be able secure the best deals they can. Whether buying or selling the ability to negotiate is vital in landing a good deal and in developing long term working relationships contributing to long term sustainability and prosperity

Are you confident that your sales managers, sales executives and purchasing managers are getting the best deals?

The course enables participants to deal with the day-to-day challenges, pressures and emotional demands of negotiating the best for themselves, the team or the organisation

This interactive and participative two day course examines different forms of negotiation, and then concentrates on a strategy in which both parties can win.. It covers all the topics and skills that are needed to negotiate effectively. Using a number of exercises to demonstrate the principles of negotiation delegates will get the opportunity to practice their newly acquired skills in a "safe environment."

At the end of the two days participants will understand that negotiating successfully is not just about getting the deal on our terms but ensuring a win - win situation where all parties are comfortable with the outcome.

Is this seminar for me?

This course is for anyone who needs to make “deals” and be able to negotiate effectively with suppliers, customers, internal teams and their own staff.. An essential course for sales managers, sales executives and purchasing managers looking to get the best deal.

The workshop will assess your negotiation skills and arm you with tactics and techniques enabling you to walk into any negotiation with confidence. It’s about planning your

negotiation to ensure success, reducing threats, maximising your negotiating power and ultimately forming long lasting agreements and successful relationships

Learning methods used

Instructor led facilitation. This seminar is designed to be highly practical, interactive, hands on and fun. The event will be a mix of exercises, pair work and small group discussion. In addition to sharing ideas, tools and tips delegates will receive work books with comprehensive notes.

Detailed Seminar Outline Day 1

Introduction and Welcome

What is Negotiating?

- Negotiation defined
- The value of negotiating
- How negotiating differs from selling

Theories of Negotiation

- Positional Bargaining
- The Harvard method
- Motivation

The Good Negotiator

- The traits of a successful negotiator
- Negotiation styles
- Creating a constructive environment

Planning and Preparation

- Stages of Preparation
- Setting objectives
- Researching intelligently
- SWOT analysis on your opposite party
- Preparing your fallback positions
- The negotiating arena

Negotiating Procedure

- Tactics
- Negotiation meeting structure
- Identify the other parties need
- Presenting your case

Detailed Seminar Outline

Day 2

Negotiating Behaviours

- Probing
- Effective Communication
- Questioning techniques
- Listening
- Building rapport

Bidding

- Making and receiving a proposal

Bargaining

- Concessions
- Deciding what you can and cannot trade
- Preparing "what if" scenarios
- Power in Negotiation

Closing

- The importance of summarising
- Dealing with objections
- Getting past barriers
- Clinching the deal

Post Negotiation

- Developing a long-term relationship
- Preparing the climate for future negotiations.

Negotiating on the telephone

- Voice and personality projection
- Controlling the call

Action Planning

- Plan and discuss what they will do on the return to work

Methodology

Our programme is designed to be highly practical, understandable, hands on and fun We will be using scenarios and role plays In addition to giving ideas, principles and theories we will give delegates methods, tools, tips, techniques and strategies that will allow delegates to raise their understanding about all aspects of negotiation

You will learn

In the two day programme, you will learn the techniques and build the skills that will allow you to:

- Develop a systematic approach in preparing for negotiation
- Have and be able to apply skills and techniques during the negotiation process.
- Discover the other side's strengths and weaknesses
- Have an awareness of tactics and tricks intended to disadvantage you and the skills to counteract them productively
- Resist concessions being demanded by the other party
- Work through the phases of the negotiation process from opening to win win conclusion
- The ability to decide when you shouldn't negotiate.

Our trainers bring with them a wealth of experience in the subject. Our approach is professional and relaxed to quickly build confidence, delivered by trainers who have consistently exceeded expectations in their own careers. We expect participants to be fully involved in the process, be enthusiastic and work hard to change their behaviours and to incorporate new learning.