

# Advanced Negotiation Techniques

## Who Would Benefit

Those who are conversant with the mechanics of a negotiation and wish to extend their knowledge to include more sophisticated techniques.

## Course Overview

Delegates will learn how to apply knowledge of people's behaviour to help negotiate larger and more complex big ticket negotiations. This program takes the participants to a new level of tuition, analysis and feedback following their training in the essential skills of negotiation. They will leave with a deeper understanding of the negotiation process, how to plan and prepare for it and appreciate the skills required and the different perspectives experienced by all parties. The program is highly interactive and revolves around a number of negotiation role play scenarios, which each delegate will participate in. The business simulations can be complex and protracted reflecting the 'live' situations the experienced negotiator often encounters. Video camera is used for in depth and immediate feedback and analysis.

CPD Points: 12

Course Category: Management & Leadership

Recommended No. of Days: 2

Course Location: To be determined

## The Course Includes:

- Personal qualities of a great negotiator
- Building confidence and knowledge
- How to plan for the negotiation
- Positioning
- You and your client
- Understanding the market
- Know your strength in the transaction
- Eliminate conflict & create understanding
- Understanding the personalities involved
- Tactics for dealing with different personality types
- Environment and observation skills
- Negotiating for partnerships
- If you have to, know when to walk away
- Influencing stakeholders
- Ensuring complete satisfaction

## Learning Outcomes

At the end of this program the delegate can:

- Demonstrate how to plan for a negotiation
- Define your target market
- Know your strength in the negotiation
- Display an understanding of personality types
- Distinguish between winning the deal and a genuine partnership