

NEGOTIATING FOR BUSINESS RESULTS PROGRAM

**Offered as a Two Day In-Person Program
or Virtually, Online in Modules**

Everything we do in business and life involves negotiating. By attending this program you can look forward to gaining the skills and methods to arrive at mutually agreeable solutions.

KEY AREAS OF CONTENT

Negotiating for Business Results

- What is negotiation?
- Understand the critical elements that drive each negotiation
- What are the traits of good negotiators?

The Three Phases of Negotiation

- Planning, Interacting & Gaining Agreement
- Preparing to negotiate
- Understanding “their side” and “our side”

The Importance of Planning

- Planning is the most important phase
- Knowledge is power
- Getting the opening advantage

Interacting in the Negotiation Process

- T.A.C.
- Master tactful questioning, active listening and careful observation

Negotiating Techniques

- Identify common negotiating techniques
- Build confidence on how and when to use these techniques
- Determine what tactics and countertactics to give you back the balance of power

Gaining Agreement

- How to handle and negotiate difficult customer situations
- Master seven approaches to gain agreement
- B.A.T.N.A. - “Best Alternative to a Negotiated Agreement”

Case Studies

- Participants will work on real world negotiating scenarios encountered in their specific industry using the skills and processes of the program to advance a negotiation to agreement