

# 12: Negotiating Win-Win

## Negotiating

## to Win-Win



### Why Attend?

Negotiating is something we all do every day. The biggest challenges are establishing, maintaining relationships and reaching agreement. The negotiating techniques presented can be used in a variety of business related situations from a win-win perspective.

### Who Should Attend?

Sales professionals, purchasing agents, managers, executives or anyone who negotiates with others.

### Objectives

This workshop equips participants with the skills to:

- ❖ Increase confidence, knowledge and skills to achieve optimum results
- ❖ Manage negotiation process to prepare, plan and identify viable options
- ❖ Enhance communication, influencing, communication and relationship-building skills
- ❖ Learn Collaborative - Competitive Mix
- ❖ Learn negotiation tactics and strategies
- ❖ Discover ways to overcome conflict, objections and bad behaviors
- ❖ Identify others negotiation style

### Learning Highlights

#### Know What You, They Want

- What is negotiation?
- Understand how to research, plan, prepare
- Know your and their potential A.I.M. or B.A.T.N.A or fall back options
- Leverage whole brain power to persuade and influence

#### Mapping Negotiation Styles

- Understand others thinking, behavior, negotiating style
- Multiple intelligences -- Leverage whole brain power to persuade, influence

#### Cultivate Relationships

- Basic skills to develop presence, mutual respect, rapport with other side
- Strengthen relationships to influence and persuade
- Viewing conflicts as opportunities and resolving in right way
- Asking, listening, patience, silence, pauses to manage negotiation process



#### Negotiating with Impact

- Learn Collaborative - Competitive Negotiating approach
- Separating issues from people
- Developing your Range of Agreement
- Identifying, understanding and improving influencing style
- Closing a negotiation
- Know when to walk away