

SELLING AND NEGOTIATION SKILLS

DURATION

3 Days

OVERVIEW

The negotiation process is not difficult, but requires a certain amount of skill and training. Negotiations, whether between individuals, businesses or even nation-states are really nothing more than a process in which concerned parties come to an agreement that serves everyone's best interests. Instead of one dominating or imposing power over the other, the parties attempt to reach a consensus in which everyone is satisfied. Business negotiation skills are valuable tools in this process. Business negotiations are used not only by management and sales/purchasing representatives, but by virtually everyone involved in the day-to-day operation of the company. Negotiation is a better way to motivate others to cooperate rather than using pressure and domination strategies that may work in the short term, but ultimately causes distrust and resentment - and ultimately, profits.

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SALES & MARKETING PROGRAMS

KEY MODULES

- Negotiation – the nuts and bolts
 - Alternatives to negotiation
- Negotiation – the facts and figures
 - We negotiate all the time
 - The odds of success of negotiation
 - How much did we win?
- Essential Negotiation processes
 - Pre- negotiation- Prepare, prepare, prepare
 - Negotiation: the roadmap of debate and bargain
 - Post- negotiation: Contracting and documenting
- Principled Negotiation
 - Why Positional and interest based negotiators often lead to deadlocks?
 - Non- positional and non-confrontational negotiation
 - Separate the people from the problem
 - Getting to YES- Together
- Negotiation types and media
 - Negotiation in disguise
- Approaches to negotiation
 - Find out your preferred negotiation style
 - The negotiation styles and approaches
 - Negotiation styles and skills needed for each style
 - Which approach to use in each situation?
- The strengths and weaknesses of each negotiation approach
- Flexing your preferred style to select the right approach
- Attitude and approaches in negotiations
 - Negotiation is not haggling over the price
 - Value estimation and finding your BATNA/ WATNA
 - Mind reading the other party: Finding their BATNA/ WATNA
 - From ZOPA to ZOMA
 - Win/ win is not 50:50
- Behavioral skills in negotiation
 - Power is in mind not the muscle
 - Mental toughness and business acumen
 - Change behavior- change results
 - Self- awareness of your behavioral cues when negotiating
- Negotiations – personal and communication styles
 - The poker face communication is not the norm
 - Maximize on your communication style
 - Being nice is not being weak
 - Listening is the loudest voice
 - Using the sound of silence- in high volume

- Negotiations in practice
 - The Do's and Don'ts of negotiation
 - Common tricks and ploys
 - Flinch
 - Good Guy, Bad Guy
 - "You can do better"
 - "Higher Authority"
 - Last minute escalations
 - Nibbling
- Negotiating across cultures
 - The East and West in negotiation
 - Capitalizing on the cultural diversity not differences
 - People are still negotiating with people
- What to do next if the Negotiation fails?

LEARNING OUTCOMES

- Ensure success in every negotiation
- Use greater adaptability to different situations
- Shift the balance of power during negotiations
- Be better prepared against the tactics and ploys of other parties
- Understand when to stand firm and when to make concessions
- Improve relationships with customers/ business associates

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