

Course Title: Negotiation skills

Course content:

- Negotiation, persuasion, and influence – what do these terms mean and what are those of us who are successful at using them doing exactly?
- Why are these skills important for managers to develop?
- How to establish a positive negotiating environment
- Structure:
 - Planning. Being clear on the goal and on the bottom line of what we will happily walk away with
 - Understanding the other party, their motivators, personality, fears
 - Having a fall back plan when needed (your best alternative to your ideal)
 - How to sell your idea to another party - push v pull techniques
 - The importance of emotions and of not allowing the other party to feel as if they have somehow 'lost'
 - Knowing what we can trade on
 - How to create a verbal contract and to get positive commitment

Key learning outcomes:

The most effective managers, negotiate, trade and persuade rather than direct and tell.

- Effective negotiation requires proper planning
- These skills are more likely to lead into motivation, real buy – in and greater chance of achieving our objectives