


STRATEGON

NEGOTIATION SKILLS - GETTING TO RESOLUTION

Adelaide Office:
Level 2, 22 Grenfell Street
Adelaide, SA, 5000

Sydney Office:
Level 1, 88 Foveaux Street
Surry Hills NSW 2010

Gold Coast Office:
Suite C, Level 12,
Showcase Building,
Marine Parade,
Coolangatta, QLD, 4225

Tel: 1300 364 527
Fax: (08) 8233 0320

This Program will give you the confidence and skills to:

- Negotiate effectively to achieve mutually acceptable results which will form the basis of profitable long-term relationships.
- Focuses on developing the critical skills necessary for success.
- Plan a negotiation to achieve the best outcome.
- Manage movement to avoid either deadlock or giving too much away.
- Recognise and handle the other side's tactics.
- Maintain control and strength in a negotiation.
- Achieve a Win-Win situation.
- To learn best practice for various negotiation techniques.
- To adapt the negotiation techniques to real negotiation situations.
- To increase awareness of personalities and how they affect negotiation styles.
- To learn techniques for gathering customer information to be used in the negotiation process.

Topics covered

- Understanding the negotiation process. Laying the foundation for a successful negotiation. Why negotiations succeed or fail.
- Straight price increases to an existing customer
- Prevent price reductions to win new customers
- How to interpret body language and use it effectively during meetings.
- A critical phase in any negotiation is preparation. Delegates will develop checklists to ensure every probable negotiation situation is thoroughly prepared for.
- Developing an overall strategy.
- Promoting communication and trust is a big part of the discussion phase. Identifying the agenda, establishing a clear understanding on both sides of the important views and issues, reading all signals and delaying movement until the best moment.
- How to move without giving everything away, how to achieve a mutually profitable result and how to handle deadlock if it occurs.
- How to handle customers who consolidate their resources to increase their buying power.
- Bargaining is a great part of trading concrete concessions. Moving steadily towards agreement, handling tactics and ploys are all a part of using tactics to gain advantage. Achieving lasting agreement as the basis for a long-term relationship.
- Each participant will develop a plan for action in the short and long term. These will be detailed plans for the implementation of skills learned and the inclusion in the achievement of the new ways of working.