



FourThirds

# Win - Grow - Transform

## Advanced Negotiation



### Who this programme is for

This programme gives experienced negotiators the opportunity to hone their skills and provides negotiating strategies and tactics in order to achieve better results from different negotiation situations.

### Course overview

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### Benefits to your organisation and Individuals

Delegates will walk through a highly focused refresh of negotiation methodology designed to maximise your understanding of how to get the best possible deal from the situation. Real life practice of two case studies will allow them to approach the next negotiation with confidence. At every stage of this well-tested methodology they will look at the negotiation process from the *buyer's* perspective while identifying the critical factors in presenting the most persuasive needs-fulfilling propositions, to the right people, *in the exact right way*.

Post-course, delegates will return to work confident to enter the next negotiation having practiced the relevant tools and techniques. They will recognise key negotiation situations and handle them ensuring they minimise price erosion by maximising better volumes and product mixes.

### Course Content

- Recognise the different types of negotiation
- Recognise your personal negotiating style and preferences
- Use the wide range of personal skills and attributes required to negotiate effectively and learn how to develop and enhance these.
- Prepare appropriate negotiation strategies, implementing and adapting them as appropriate
- Use a structured approach to the negotiation process
- Deal with relationship issues, including considering each party's perception; seeking to make negotiation proposals consistent with the other party's interests; making emotions explicit and legitimate
- Manage and resolve conflict
- Recognise power - its effect and importance in the understanding of negotiation and relationships (or common ground)
- Achieve best results from challenging and complex negotiation situations.