

Influencing and Negotiating for Win-win

達致雙贏的影響力及談判策略

MEDIUM : English / Cantonese / Putonghua COURSE CODE : INWW

Companies often need to negotiate in order to get the best terms when they purchase materials or sell products. People at work also need to negotiate with one another over shared resources, departmental interests, or ways to do things.

The purpose of this course is to provide the knowledge, skills and techniques to influence and negotiate with others in work situations.

Methodology *Discussions, mini-lecture, games, simulated exercises, case studies, role play*

What participants will learn

At the completion of the course, participants will be able to:

- Select a proper strategy to negotiate given a position and situation
- Prepare for a negotiation
- Apply the principles of influence into negotiation
- Negotiate persuasively to create value and develop long term relationships
- Reach agreement with others

Course Outline

1. Understanding influencing and negotiation

We all need to influence and negotiate with others at work from time to time, be it with our colleagues, vendors or customers. This module introduces some fundamental concepts relating to influencing and negotiating with others to generate win-win solutions that can make both parties happy.

Through an *ice-breaking game and discussion*, participants will learn:

- The nature and basis of influence and negotiation
- Common pitfalls and mistakes
- Why good negotiation is a type of problem solving
- Developing a win-win mentality

The session will end with an *assessment* of the negotiation styles participants typically use.

2. Preparing yourself

Many negotiations ended with sub-optimal solutions because of the lack of preparation. This module focuses on what and how to prepare for a negotiation session.

Through a *case study*, participants will learn:

- How to develop a "magnetic personality"
- Knowing what you want and why
- Identifying what is negotiable and what is not
- Stakeholder analysis
- Understanding your counterpart

3. Psychology of Influence

Be able to influence the negotiation counterpart is an important skill for any negotiator. This module focuses on the psychology behind influence and how to apply it in negotiations. Through *case studies and discussions*, participants will learn:

- How to enhance one's ability to influence
- The need for "why"
- Speed of trust
- Principle of reciprocity
- Perception of fairness
- Using good news and bad news

4. Interacting: Collaborative problem solving

Negotiation is basically resolving a common problem together with your counter-part. This module focuses on how to resolve problems collaboratively with others to generate win-win solutions.

Through *discussions, role plays and exercises*, participants will learn:

- How to present yourself as an ally, not an opponent
- How to propose solutions for the benefit of both sides' interest
- The STAR model
- Exploring your alternatives
- How to express your concerns as a mutual problem
- How to address concerns positively and constructively
- What to do after reaching an agreement