

# Negotiation Skills Workshop 談判技巧工作坊

MEDIUM : English COURSE CODE : NSW DURATION : 1 day

Are you a sales person with a lot at stake in high-end lucrative deals to close? Are you closing deals that support long-term profitable relationships? Are you walking into negotiation from a position of strength and confidence? If that's you, **this workshop is here to equip you with the skills, knowledge and tools to have you succeed in your future interactions.**

People normally pick up negotiation skills informally from their peers or their managers, or from reading about well-known business celebrities. For the most part though, people negotiate by instinct and they don't often analyse the outcomes. So, if and when it works well, they don't know why it worked and why it didn't either. In short, there is a negotiation skills gap.

So how can this gap be bridged? This workshop offers a different perspective to negotiation that looks at meeting the needs of all parties involved, enhancing the buyer-seller relationship, and ensuring a win-win outcome.

The highly experienced facilitator utilises an *experiential learning approach* that has the participants in the centre of the learning that best supports behaviour change. Participants have ample opportunities to *practise* new skills using *realistic roles plays and exercises* while receiving *real-time coaching and honest feedback*.

The workshop incorporates customer focused principles, skills practice; with experiential activities that will include *role plays, debriefing sessions, open discussions and mini-lectures*, all designed to create a customer focused mindset.

## Target Audience

The workshop is designed for those who have responsibility to negotiate with customers and vendors for the best possible terms for the organisation.

In particular, the workshop will help those in sales who negotiate with their customers to finalise a deal, learning how to make best use of resources they had previously not considered, as opposed to just compromising on price, thus improving their financial positions.

## Course Outline

1. Seven (7) Strategic Negotiation Steps
2. Fundamental Skills
3. Understanding my Customer and Myself
4. Avoiding Classic Negotiation Mistakes
5. Negotiation Styles
6. Establishing BATNA
7. Identifying Sources of Value
8. Negotiation Preparation



Please contact CEL for a quotation if you are interested in organising any of the topics as in-house on-site or off-site training.