

COURSE DESCRIPTION

Negotiation Skills Workshop

Companies often need to negotiate in order to get the best terms when they purchase materials or sell products or services. Well-conducted negotiations can create the best value for all parties concerned. Nevertheless, people often fail to negotiate properly because of lack of confidence, preparation, or effective negotiation skills.

The purpose of this course is to provide the knowledge, skills and techniques to negotiate with others in order to achieve a win-win solution for all concerned.

Audience All level of staff

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 negotiation strategy
- Prepare for a negotiation
- Present an offer
- Respond to objections

Course Content

1. Understanding Negotiation

The course will begin with a *game and discussion* that illustrates the following concepts:

- Why negotiation is never just about price
- The negotiable zone
- The negotiation cycle
- Some tips from master negotiators
- Why aim at win-win

2. Preparing for a negotiation

Through a *case study, discussions and exercises*, participants will learn:

- Finding out your counterpart's needs and wants
- Put yourself into the other's shoes and think like them
- Understanding your value drivers
- Preparing what to share and what not to share
- Identifying your BATNA, best and walkaway positions
- Preparing your Gold, Silver and Bronze offers
- Preparing to answer those questions that are bound to be asked

3. Interacting with your client

Through a *simulated exercise, discussions and role-plays*, participants will learn:

- Presenting yourself as an ally instead of an opponent
- Building up your confidence level
- Presenting your offer with confidence
- The STAR approach to respond to an objection or counter-offer
- Exploring alternatives with your client
- Reaching an agreement

4. Answering some commonly asked questions

Through *discussions and exercises*, participants will learn how to answer:

- "How can you possibly justify that price?"
- "I can get the same thing from XXX for ... can you match that?"
- "We can only sign if you give us a 10% discount?"
- "Can you throw inwith this price?"

5. Simulated exercise with feedback

Summary and wrap up