

Successful Negotiation Employing Collaboration 成功地通過協作去進行談判

MEDIUM : English / Cantonese COURSE CODE : SNEC DURATION : 1 day

Narrow Differences, Formulate Common Goals, Achieve Best Results

Daily work activities involve many negotiation occasions to manage differences. Before we or our counterparty says 'yes' or 'no' to a request or demand, we not only follow a logical process but also an emotional response. The programme cultivates a mindset, builds the skills and enables the participants to manage challenges with assertive communication:

- Form a positive negotiation mindset
- Identify traits that raise influence
- Value a collaborative approach
- Define the negotiation process
- Know when to negotiate to safeguard self, team and company interests

- Practice the trust building formula
- Prepare by knowing self and the other party
- Bargain with tradeables
- Focus dialogue with framing
- Listen and show empathy
- Probe for needs
- Adapt communication style to suit the other party
- Manage emotion under pressure

Target Audience

Executives who need to negotiate

Methodologies

Lecture, Case studies, Exercise, Role-play, Energisers

Course Outline

1. What Makes a Good Negotiator

Through a *review* of successful negotiators' profiles, the participants will reckon the importance of:

- Mindset of winning
- Timing for opportunity
- Information power
- Strategy to suit counterparty

2. Build Trust in a Collaborative Approach

The participants will learn the CRI model to minimise the projection of self-interest:

- Credibility
- Reliability
- Intimacy

3. Prepare with the Negotiation Model

The participants will define a four (4) -step model to plan and to communicate the process:

- Problem and goals
- Situation analysis
- Options as solutions
- Commitment to actions

4. Understand the Counterparty

The participants will *analyse* the source of differences in the counterparty:

- Expectations
- Objectives
- Values

5. Framing to Get 'That's Right'

The participants will discover a process to get the counterparty into a 'yes' mode in an *exercise*:

- Structure the dialogue with a commonly agreed standard or principle
- Speak a motivating language
- Show understanding to create collaboration

6. Listen and Probe to Reveal Needs

The participants will *role play* the cascading model to build rapport and to reveal needs:

- Summarise key points
- Probe with open and closed questions
- Reframe content to steer and focus dialogue

7. Bargain with Tradeables

The participants will *role play* asserting their interest through:

- Offering tradeables to exchange for items of value to them
- Bargaining for more
- Conceding progressively

8. Decide on Options

Through *case studies*, the participants will analyse the suitable strategies for:

- Collaborating
- Compromising
- Avoiding
- Competing

9. Manage Emotions Under Pressure

The participants will learn techniques to offset negative emotions when they are under pressure

- Biological switching
- Bridging techniques

10. Integration Role-Play

The participants will *integrate* the learnt skills to apply in their work scenarios. They may include:

- Commercial negotiation
- Role and responsibilities negotiation
- Time and task expectations