

An Introduction

Being an effective negotiator is a pre-requisite in today's modern business world. This course takes negotiation to an advanced level by focusing on a range of behavioural and influencing techniques underpinned by a powerful five-stage negotiation structure. This course can be delivered as a stand-alone module or form part of the 'Management Development Programme' offered by Sanderson Associates

Designed for...

It is suitable for managers who have negotiation experience and now want to learn the more subtle and advanced techniques that are applied during effective negotiations.

Objectives

As a result of participating on this course you will...

- Learn how to use powerful negotiation techniques that will enable you to aim for win/win negotiations every time
- Develop a range of subtle yet highly effective influence and persuasion skills that will enable you to enter any negotiation with confidence
- Identify the beliefs of master negotiators and learn how to build them into your negotiation style
- Work with an effective negotiation structure that will enable you to apply your new skills
- Understand how power works in any given negotiation and how to build your power base
- Leave with your 'negotiators toolbox' – a range of negotiation templates that you can use time and again
- Identify established ploys that are used by professional negotiators and how to counteract them effectively
- Recognise why and how deadlock can occur and select the appropriate deadlock breaking strategy to move the negotiation forward
- Have a clearer understanding of your behaviour and working style by completing a personal profiling questionnaire

Focus - NEGOTIATION PRINCIPLES

- Understanding the key principles of win/win negotiation
- Considering the alternatives to win/win negotiation for you and your organisation
- Identifying what attributes are required to make an advanced negotiator
- Addressing the beliefs that advanced negotiators use and how they align with your beliefs
- Determining the difference between Position negotiating and Needs negotiating

THE ART OF INFLUENCE AND PERSUASION

- Learn how to develop your influence and persuasion skills to negotiate effectively
- Create rapport and build empathy using the concept of pacing and leading
- Develop the skill of 'sensory acuity' by...
 - Interpreting the underlying messages you receive from the other party
 - Developing highly effective listening techniques
 - Improving your observation skills and therefore your ability to read body language effectively
- Defining the other party's needs by...
 - Using highly effective questioning models
 - Applying the 'needs-position-outcome' model
- Understand the dynamics of power before and during the negotiation
- Techniques that will enable you to build your power base
- Develop a positive flow to the meeting by...
 - Using the 'yes set' technique
 - Applying 'reframing'
 - Using 'embedded commands' to move the meeting forward towards your desired outcome
 - Overcoming objections and resistance
 - Learning the art of refusing without appearing negative
- Understand the importance of 'Impact Management'...
 - Using the '3V's' to put your message across positively – Visual, Vocal and Verbal assertiveness
 - Use effective non-verbal postures to create the right image
 - Learn how to use the art of pausing for effect and control

UNDERSTANDING BEHAVIOUR AND PERSONALITIES

- Recognise the four key working style behaviours that can operate during the negotiation
- Identify your prime working style and how to use it to influence the other party
- Use the language and behaviours of the other party to take control in a positive and ethical way
- Understand what 'ego states' are unconsciously being used by you and the other party and use them to develop an 'I'm OK/You're OK' atmosphere

THE 5 STAGE NEGOTIATION STRUCTURE

- The 'S.T.E.P.S.' negotiation structure will be discussed and practised in detail during this two day programme
- Situation Analysis
- Test your outcomes
- Establish options
- Play most suitable option
- Satisfy both parties

PROFESSIONAL NEGOTIATION PLOYS

- You will learn to identify ploys that expert negotiators may use to try and gain the upper hand
- You will consider the six most common ploys and determine what impact they can have on the negotiation
- You will develop effective counter strategies to enable you to negate them

BREAKING DEADLOCKS

- Why do deadlocks occur and how can you deal with them?
- Developing pro-active controlling techniques to use when deadlock is operating
- Considering six tried and tested deadlock breaking strategies and when to use them to gain a win/win outcome