



Negotiation course

Course aims

Negotiation is a 2-day sijac training course suited to people that need to negotiate high value contracts and services, and where a good long term relationship with the client is key. The aim of the course is for the participants to sharpen their negotiation skills by learning, through lecture, games and role-plays, learning a small number of memorable but sound negotiation principles.



How it achieves its aims

The course is interactive with around 50% dedicated to skill practice. The power of the role-plays is that they reflect the real issues faced in any business negotiation. Delegates negotiate with each other and role players, who create relevant business and personal issues. The participants learn about their personal strengths and weaknesses as well as develop their negotiation skills.

Who will gain from it

The course is for experienced sales managers and sales and post-sales people, who are looking to increase the value of the business they do with their customers.

It is normally customised to reflect your company's products and services.



Benefits

Increased value of business

- identify the real issues that are of value to you
- use a simple win-win approach to dealing with your clients
- succeed with different people types
- recognise what is really valuable to your client
- have greater confidence in the value of your proposition

Improved client relationships

- identify clearly where your joint interests lie
- keep feelings separate from the business
- have integrity in the face of tricks and power games

Example agenda (80% of the time is spent in role-play)

Day 1	Day 2
Defining good negotiation principles	Separating feelings from facts
Personal and corporate power sources for negotiating	Finding out what's really wanted
The 5 key elements for successful negotiation	Creating multiple options
Dealing with different behaviour and personality types	Testing for fairness
	Dealing with unacceptable demands