

“Become a successful negotiator – in any industry, at any level!”

Whether it's allocating resources for a project, funding a new initiative or establishing a supply chain for a new product or service, negotiation is inevitably at the heart of the process. But do you understand the structure, techniques and approaches that you can use as you seek a positive outcome?

At this hands-on programme, you'll learn the keys to effective negotiation: establishing a formal planning process, prioritising issues, mastering persuasion techniques, identifying the communication styles of effective negotiators; breaking deadlocks, negotiating as part of a team, recognising and using leverage, and adjusting your media strategy.

Objectives

- Prepare more effectively for negotiation
- Implement flexible negotiation styles
- Formulate positive negotiating strategies
- Use negotiation tactics purposefully
- Break deadlocks creatively
- Obtain meaningful concessions
- Structure language to create cooperation
- Secure commitment to lasting agreements

Who Should Attend

Executives, managers, salespeople and top-level deal-makers who are responsible for negotiating the best possible deal for their company.

Key Topics

Introduction to the Negotiation Process

- Taking a win-win approach to negotiation
- Identifying factors that influence the negotiation process
- Experiencing the style and process of negotiation
- Using techniques for getting to the real issues
- Techniques for engineering agreement
- Successful negotiation behaviours and developing skills that suit the circumstances

Planning the Negotiation

- Effective preparation for negotiation: objectives, process, strategies and outcome
- Clarifying your position – essentials, limits and concessions
- Seeing the situation through the other person's eyes and arguing the “case” from the other person's viewpoint
- Questioning assumptions
- Determining the main issues and options in the negotiation
- The use of probes and effective listening

Negotiation Strategies and Tactics

- Opening tactics and other general negotiation tactics
- Making and getting meaningful concessions
- Breaking negotiation deadlocks
- Communication: body language, signals, testing assumptions and overcoming barriers to agreement
- Conflict resolution approaches



We provide services in **Communication & Influencing** and other areas of training and development.

Dew-Point International Ltd.
1801, 102 Austin Road,
Tsimshatsui, Kowloon, Hong Kong
☎ (852)2730 1151 ✉ (852)2730 0164
✉ info@dew-point.com.hk
Website: <https://www.dew-point.org>