



SALES FORCE TRANSFORMATION THE ART OF NEGOTIATION

Negotiation is defined as a discussion aimed at reaching an agreement. It is a valuable and powerful skill that is useful both in business and personal life.

The Art of Negotiation is a two day workshop that provides participants with an understanding of both the distributive and cooperative approaches to any negotiation. Participants will learn the strategies, tactics and insights to approach any negotiation with confidence. Participants will acquire skills and knowledge that include basic bargaining techniques, best practices and how to build and implement a negotiation plan. Negotiating situations help participants understand their personal negotiating habits and gain insight on how to modify their approach to achieve better outcomes.

OUTCOMES

The participants of The Art of Negotiation workshop will:

- Understand the key elements of any negotiation
- Appreciate the importance of the “Who Factor”
- Understand the two types of negotiations – Distributive and Co-operative; how these negotiations differ and the strategies and mindset required for each
- Explore the skills needed for successful negotiations
- Understand the negotiating concepts of position, power, concessions and time
- Explore the concept of Principled Negotiation
- Develop additional skills, strategies and confidence in building a negotiation plan: including BATNA and identifying options for mutual gain
- Understand basic bargaining techniques and best practices
- Identify what information to share and what to keep confidential

Participants will practice the learned theories with situational negotiations to feel confident when negotiating.