



Management
Centre Europe®



Negotiating to Win

Get the skills, insights and competencies needed
for negotiations at every level



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Are you ready to **negotiate a win-win strategy**? How can you **prepare** for your next negotiations? Should you **always negotiate**?

You are responsible for negotiating a contract, a project or an agreement with a client, a business partner or a supplier and you need to make sure it a win-win solution. What are the best practices for negotiating? Is it really possible for you to create alternative solutions? How can you prepare for negotiations?

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 few people understand the structure, techniques and approaches available to them as they seek to positively influence an outcome. This hands-on programme gives you a step-by-step guide to effective negotiation. You must identify the problem, understand it from the other's perspective, generate alternative solutions and select a solution that benefits both sides. All parties need each other to achieve their goals. Negotiation focuses on solving the problem and closing the gap between what both parties want.

Who should attend?

Managers and individuals who are responsible for negotiating the best possible terms of an agreement for their team, department or organization.

The programme is delivered in English. Participants must have a good level of spoken business English to be actively involved in all aspects of the programme.

“During a negotiation, it would be wise not to take anything personally. If you leave personalities out of it, you will be able to see opportunities more objectively.”

Brian Koslow



How you will benefit

How will you benefit?

After taking this programme, you will be able to:

- Know when - and when not - to negotiate
- Develop an effective plan and strategy for any negotiation
- Know what behaviour to adapt at each stage of the negotiation
- Adjust your communication style to achieve desired results
- Successfully apply the principles of persuasion to any negotiation situation
- Effectively negotiate face-to-face, on the phone or through e-mail and other media
- **Network and learn from a diverse group of peers from different functions, industries and countries**
- **Develop a personal action plan to implement back at work**
- **Learn and practice using real examples and role plays**

Why is this programme different?

- The programme is facilitated by an experienced business person who knows what it is like to work in an international business environment and understands your challenges.
- Every year, many business people from more than 20 different countries join this programme and over 95% recommend it to their colleagues.
- You will get intensive feedback from your facilitator and a multi-cultural group of participants .
- You will bring your own negotiation challenges to the programme and these will be addressed in the programme with solutions and input from the whole group.
- You will leave the programme with a concrete action plan to ensure you are implementing the learnings back at work and become a successful negotiator.

“The instructor had excellent energy and was very engaging. He taught us a variety of tools and techniques to use in business communication that I am sure will be useful.”

Katarina T

What will you learn and practise?

This 3 day programme is highly interactive with exercises and role plays.

Programme Highlights:

What is Negotiation?

- The basic concepts of negotiation
- What is negotiable in typical business situations
- Identify approaches to negotiation

Negotiation Stages

- Identify the six stages of negotiation
- Use appropriate behaviours in each of the stages
- Define the influences on the negotiation process

Planning Your Negotiation

- Plan a negotiation
- Determine a settlement range
- Apply the planning framework in practice negotiation

Persuasion

- Apply the persuasion process
- Use the frame/reframe process to understand the other party
- Examine possible approaches to use when there is confrontation
- Use listening skills in the negotiation process

Communication

- Explain the four dimensions of DISC and the style tendencies of each
- Describe the characteristics of dual styles and their impact on negotiations
- Describe how to adapt style to maximize the results of negotiations
- Identify why negotiations become derailed and how to avoid negotiation traps

Crafting a Strategy for Your Negotiation

- Plan a strategy to apply your negotiations
- Describe the process of identifying a problem or issue for negotiation
- Identify steps and techniques for choosing appropriate communication methods
- Create and apply a strategy for a business negotiation simulation

Action Plan

- Apply what you've learned to plan a negotiation for back on the job

Booking details

 Duration	3 Days
 Type	Classroom
 Price	€2950



ALSO AVAILABLE AS AN
IN-COMPANY PROGRAMME

Register Now

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