

Advanced Negotiation Skills: Mastering Negotiation Skills

Course objectives

- A deep understanding of the negotiation process and how to influence others.
- Develop negotiation skills - the most effective negotiator.
- Building self-confidence.
- Negotiating in different ways with different types of clients.
- Develop a range of negotiation strategies and understand when to use them to achieve maximum results
- Gain insight into their own strengths and weaknesses as negotiators, and gain personal feedback to improve performance.
- Learn how to negotiate effective agreements that define, create and capture value.
- Develop a range of practical negotiation skills and strategies that can be used in a variety of situations.
- Gain confidence through the ability to plan, implement and deliver effective negotiation outcomes.
- Learn how to recognize, leverage influence, and communicate effectively in complex, multicultural environments.
- Develop an understanding of the psychological drivers behind negotiation behaviors and how they are used to influence others

Course Outline:

Anatomy of Negotiation - Characteristics, Behaviors and Stages:

- Characteristics of the negotiating position.
- Key principles of effective negotiation and deal making skills.
- Essential components of effective negotiation behavior.
- Hard bargaining and problem solving - focus on developing your skills.
- Manage the inherent tensions that exist in every negotiation.

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Building the Deal - Advanced Negotiation Strategies

- Strategies vs. Tactics.
- Effective methods for bargaining or a difficult deal.
- Alternatives, bargaining scope and goal setting.
- Create opening offers and fairness rules.
- How to Create Value - Integrative Negotiation Strategies and Tactics.
- Effective strategies for developing value generation agreements
- Fundamental interests, high/low value trades, and issues of not being overpriced and multiple offers

Use leverage and conflict resolution skills to build better deals:

- Identify and enhance influence.
- Determine the purpose of the contractual agreement?
- Formal dispute resolution process: negotiation, mediation, arbitration, and litigation.
- Develop brokerage skills to build better deals.
- Negotiating with difficult people or troublemakers – and how to get through rejection.
- Ethics of influence - appropriate negotiating behavior.

Preparation and communication - the key to successful results:

- Preparing to implement the strategy: the planning process
- Preparing and managing negotiation teams
- Communicate for maximum impact
- Indirect forms of communication - body language
- The power of listening skills in negotiation
- Understanding power and communication in a multicultural context
- Strategic considerations in intercultural negotiations

Negotiation psychology and influence process:

- Understand the importance of influence
- Reciprocity, scarcity and power



- Combine everything and negotiate better deals
- Characteristics of an advanced negotiator
- What can be learned from this training course?

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