

# Effective Negotiation Skills

## Course Overview

### How You Will Benefit

Whether it is negotiating for a salary, the price of a product, or a trade deal, very few people find pleasure in getting down to business. A study by salary.com found that 32% of respondents were fearful of negotiating and 18% find it inherently unpleasant.

When people do negotiate, 80% of people use the same tactic according to a Harvard study. The common tactic involves sizing the other negotiator up, letting them name the first price, and mimicking their intensity of negotiation. Only 20% of negotiators take a more assertive approach, trying to set the tone. People in that 20% report that no matter what tone they set, people tend to follow their lead and negotiate in the same way.

This course is designed to help you overcome negotiating anxieties and wield confidence, control and power in negotiation. In this course you will learn how to recognize underlying interests, learn how to identify your real needs, learn how to listen to build a relationship, and learn how to maintain your composure.

### Course Objectives

Successful completion of this course will increase your ability to:

- Develop an effective plan and strategy for any negotiation
- Recognize interests and issues and avoid unnecessary positions
- Become more persuasive
- Use techniques that draw information from the other party
- Minimize conflicts and deadlocks
- Ask and answer questions to control the negotiations
- Deflect personal, hostile, or irrelevant objections by reestablishing common ground in the negotiations
- Create a list of concessions that can be “given” during the negotiation to use as bargaining tools

### Course Objectives (Continued)

- Read body language, facial expressions, and other signals to uncover “hidden” messages
- Neutralize manipulative tactics
- Maximize closure opportunities

### Key Topics Covered

This course explores the following subjects in depth:

- Success from mutual dependence
- Understanding the other side’s point of view
- Brainstorming alternatives and potential scenarios
- Creating dialogue and empathizing
- How to use silence, conceding and leverage appropriately
- How to deflect dirty tactics
- How to respond ethically and assertively
- How to close negotiations

### What the Course Offers

- Interactive learning setting
- Opportunity to apply the concepts in a risk-free environment
- Thorough set of materials: Instructor Guide, Participant Guide, classroom PowerPoint presentation, and one-page Learning Summary

### Registration Information

Participant name: \_\_\_\_\_

Department: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Phone number: \_\_\_\_\_

**Please return this form to:**