

## Getting to “Yes!”

Negotiate your way to successful win-win solutions



*“Selling involves telling people about the virtues of the product... negotiating entails focusing on the other side’s interests.”*

**Malhotra and Bazerman**

### Master the communication challenge of negotiating!

The workplace can be demanding and complex when it comes to finding and agreeing solutions that meet the needs of all parties. This applies equally to internal company issues as well as to commercial situations with external partners. As a business professional, you want to be in control of events and exert influence in a way that gives you more choice of subsequent action. However, the secret lies not just in making a proposal then “closing the deal” but in truly understanding the needs and perspectives of the other side and in using “value-based” thinking. During this workshop you will increase your awareness of the many components that exist within any negotiation and acquire tools that increase your ability to move complex situations towards “win-win” outcomes.

### Training especially designed for:

- Team leaders and managers in any field and business professionals.
- Guide group size and programme length: perfect for groups of 12 in 3 days.

### Learning objectives:

- Understand the Seven Structural Elements of Negotiation: set an attainable “HIT” list and “BATNA” but also have flexible fall back alternatives ready.
- Learn and apply team roles (or adopt them for yourself if going solo): frame /formulate your offers based on *their* expectations and use the right questions at the right time.
- Recognise and avoid the six most common negotiating mistakes: overcome difficulties with the Kilman Conflict Matrix.
- Become aware of your own communication style: respond to the style of others by entering their world.

### Try - Test - Adapt - Apply!

- Work on your own topics as well practical case-studies.
- Analyse your style by seeing yourself in action on video.
- Receive feedback from your peers and your coach.
- Apply useful preparation tools out of the training box.
- Track your progress using the “Learning Log and adapt your learning to optimise your individual performance.

### A participant’s perspective:

*“Great job - we were given tools which we can use in our daily business.”*