

Negotiation Skills

"In business, you don't get what you deserve, you get what you negotiate"

Chester L. Karrass

The Soft Skills Gap Do You Have One?

Although people often think of boardrooms, suits, & million dollar deals when they hear the word "negotiation," the truth is that we negotiate all the time. There are a lot of situations that involve negotiating! This course will give learners an understanding of the phases of negotiation, tools to use during a negotiation, and ways to build win-win solutions for all those involved. This course will enable learners to prevent losses and increase the gains for themselves and their organizations by conducting negotiations that ends with everyone involved walks away satisfied.

Who this course is for

This course is intended for anyone who finds themselves in a position where they need to negotiate and persuade to succeed; such as purchasing professionals, project team members and managers, HR, IT, marketing and finance professionals, entrepreneurs, middle and senior managers and business development managers.

By the end of this course, learners should be able to:

- Understand the basic types of negotiations, the phases of negotiations, & the skills needed for successful negotiating
- Understand & apply basic negotiating concepts: WATNA, BATNA, WAP, and ZOPA
- Lay the groundwork for negotiation
- Understand basic bargaining techniques
- Identify what information to share & what to keep
- Apply strategies for identifying mutual gain
- Understand how to reach consensus and set the terms of agreement
- Deal with personal attacks and other difficult issues
- Use the negotiating process to solve everyday problems
- Negotiate on behalf of someone else

Course Outlines

- Topic 1: Understanding Negotiation
- Topic 2: Getting Prepared
- Topic 3: Laying the Groundwork
- Topic 4: Phase One – Exchanging Information
- Topic 5: Phase Two – Bargaining
- Topic 6: About Mutual Gain
- Topic 7: Phase Three – Closing
- Topic 8: Dealing with Difficult Issues
- Topic 9: Negotiating Outside the Boardroom
- Topic 10: Negotiating on Behalf of Someone Else



Course Level

Course Hours

Available Learning Formats

Short Course

8 hours

Classroom & Blended

Distance & Online

Applies towards the following certificate(s) & award(s):

- Certificate in Sales



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