



## Essential Negotiation Skills

Negotiation is a process for refining deals to meet particular requirements. In some cultures haggling is all part of the 'fun' of doing business. In others, such as UK, reticence can lead to acceptance of poorer deals. This seminar is designed for those who are new to negotiation and need to understand the process and develop negotiation skills.

### The programme

This one-day programme will provide participants with some of the core skills essential to negotiate effectively. Practical examples will be used and delegates will be encouraged to develop their skills through role-play. The seminar focuses on:

- The structure and the elements of a negotiation,
- The main persuasion levers
- The main control skills
- Common negotiation tips and traps
- Controlling responses

### Who should attend?

- Those who are new to negotiation
- Those with little or no formal training in negotiation
- Individuals with some experience who feel they would benefit from a structured approach to negotiation
- Individuals who need to persuade others
- Individuals looking to boost their confidence in their ability to negotiate
- Those who have been promoted into a role where persuasion skills are required

### Benefits of Attending

Following this programme delegates will be able to:

- Understand the structure and process of negotiation
- Feel more confident in negotiations
- Identify and use the power of a negotiated impasse
- Use the full range of persuasion techniques to achieve their negotiating aims
- Recognise the strengths and weaknesses of their and the other parties' position
- Differentiate between objectives and positions

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