



Corporate Coach Group

Training that transforms



Training Plan

Negotiation Skills Training

A Training Plan for Your Organisation

Your original statement.

Negotiation Skills Course Content

In essentials, the course content is:

- ✓ What negotiation is, and what it is not.
- ✓ The Negotiation Cycle.
- ✓ How to Increase Perceived value.
- ✓ Negotiable variables. (Bargaining chips)
- ✓ Negotiation strategy, (Entry - exit points)
- ✓ Common error: Goodwill conceding.
- ✓ Common error: Allowing emotions to rule.
- ✓ How to politely decline proposals
- ✓ Don't give concessions, instead Trade them.
- ✓ How to get to "Yes".
- ✓ The "Games" negotiators play.
- ✓ How voice tones affect perceptions.
- ✓ How Attitudes affect results.
- ✓ Summary, action-plans, close.

When is the training?

You want the training in

If you wish to proceed, would you please tell us, which date is most convenient.

Customer Review

“ I found the course very helpful and beneficial for the future, especially the parts communication, conflict, positive emotions. I would perceive this course as beneficial for other colleagues as well. The trainer’s presentation was very engaging and motivating, high level of professionalism. Allows questions and provides immediate answers.

*Michael Giss
EvoBus UK Ltd*

Customer Review

“ The course was well planned and went according to schedule and content. Contained valuable information. The trainer’s presentation was well prepared and to the point and adhered to time. Focused on the matter. Excellent.

*Sarah Leena Sørensen
MarkMonitor ApS*

Negotiation Skills Training Course Details

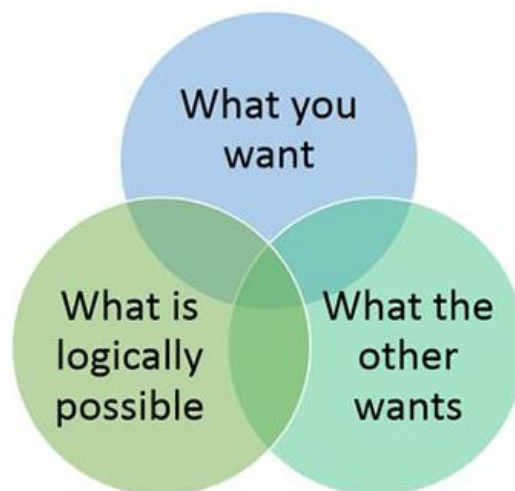
Introduction - What is Negotiation Skills Training?

We are here to answer a single question: *How can we get the best result from any negotiation?*

To get the best result from any negotiation, people need knowledge, understanding, and skill.

This course will give you the knowledge necessary to understand the negotiation process, together with the practical skills necessary to put good theory into good practice.

What is "Negotiation"?



Negotiation is a specialised form of communication skills.

Negotiation involves two or more individuals or groups, each acting in their own perceived self-interest, and each recognising that, to achieve their own self-interest, they need to negotiate with others, in order to create and sustain a long term, mutually beneficial agreement.

Negotiation is a transaction over which each of the parties has a veto over the final outcome.

In a business context, negotiation requires voluntary consent on all sides. Negotiation is a process by which all parties should achieve a benefit.

What negotiation is not

We investigate common misconceptions that surround the concept of negotiation. We want to explode myths that occupy most people's minds, such as the belief that negotiation is concerned with finding the *midpoint* between two extremes.

Negotiation is more subtle than merely finding the "midpoint".

The Negotiation Cycle

Ultimately the goal of all negotiations is to agree a mutually beneficial, long term solution. In order to do that, negotiators must identify their goals. What they want, and don't want.

Therefore, we teach a goal setting method.



Perceived Value

Negotiation is based upon the idea of "a mutual exchange of values". So, we need to understand what we mean by "value". The same object is valued differently by different people. If I buy an item, I value the item more than I value the money that I must forgo to obtain it. Value has both an objective and subjective component. Your role as a negotiator is to *identify what the other person values highly* and think about how you might use that information.

Negotiable variables: “Bargaining chips”

During the negotiation, we need to trade certain things to obtain concessions. Our aim is to trade things which we perceive as lower value, but that *they* perceive as higher value.

These factors are called, “Negotiable variables”. We identify our negotiable variables, or “bargaining chips”.

Negotiation Strategy: Entry / Exit

All negotiations must end at some point. Professional negotiators know when to exit from a failed negotiation. Ultimately, we must be able to walk away from a bad deal. Failure to determine the Exit point leads many people to losing more than they need to.

We must decide our Negotiation Strategy.

What is a B.A.T.N.A.?

In order to have the courage to walk away, you need to have, (or appear to have) a BATNA.

A BATNA is a “Best Alternative To a Negotiated Answer”. If the other party thinks we have no alternative other than to deal, they can drive us to the wall.

We decide our B.A.T.N.A.

Negotiation errors

Many negotiators make the same mistakes, including the following:

Goodwill conceding

Goodwill conceding is the act of giving away free concessions in order to create “Goodwill”.

It is the most common negotiation error. We will discuss the painful consequences associated with chronic “Goodwill conceding”.

Becoming over-emotional

During negotiations people can become extremely emotional. We need to be rational, not emotional. We discuss how getting over-emotional can ruin our chances. And how giving concessions because the other person seems to be angry is a “rookie mistake”.

We know that some negotiators become angry as a purposeful tactic.

Handling the angry call

We need to understand how to take a call from an upset or angry client. We learn a special six step method to deal with this type of difficult conversation.

How to say No

Negotiation is about getting to “Yes”. But along the way, we must be prepared to say, “No”. But you cannot say it like that, because it seems so final. Negotiators have ways of expressing rejection in a more amenable manner.

We reject the others’ proposals without seeming to be intransigent.

The Trader Principle

The golden rule of negotiation is: Never GIVE-AWAY concessions; instead TRADE them. This is the essence of negotiation and make it work in practice.

Correct responses to negotiation situations

Now we do some practice exercises. We give you scenarios, you tell us the correct response.

This is a terrific exercise to see how much of this material has been absorbed.

The Games Negotiators Play

There are many experienced negotiators out there, who “Play Games”.

Gameplays are not strictly correct principles: They are more akin to “tricks of the trade”, that put pressure on novice negotiators, and which often work well to gain concessions.

We teach these tricks, NOT so that you use them on unsuspecting people, but so that you can defend yourself, whenever they are deployed against you.

Master communicator: Words, tone and body language

In order to implement the skills, we have discussed, we have three tools of communication. Words, voice tones and body language. We will discuss each of these.

Voice tones

There are three aspects to voice tones that make a difference to how people are perceived by others: voice volume, pitch, and pace.

We teach how to use voice to best advantage.

Body language

Body language has many aspects: Dress code, posture, facial expression, eye contact, handshake, positioning and accessories.

We teach how to use body language to best advantage.

Common speech habits of Good and bad negotiators

We will identify some bad speech habits that are common to all terrible negotiators. We will then studiously avoid using them.

We will identify the good speech habits common to all excellent negotiators. We will purposefully adopt them.

How attitude affects negotiations

We conclude on the subject of mental attitude. Since every human action is governed by a human thought, the quality of thinking during a negotiation governs the quality of the result you are likely to achieve. Therefore, it is important to enter into negotiations with the right attitude.

Positive attitudes tend to produce positive results.

Final summary and action plans

We review our notes and pick out the most important points.
We ask you how you might use this training in your next negotiation.

Customer Review

- “ Excellent course, very informative and well structured. Good levels of trainer talking, group discussion and writing. Good examples from personal experience. The trainer was very good, with a clear and concise message and happy to help with queries. Good booklet to take away as reminder.

*Sophie Howells
International Greetings (UK) Ltd*

Training Costs / Investment

Bespoke In-House or Live-Online Course

£2,150 + VAT per training day, (8 – 16 delegates)

Plus, travel and hotel accommodation for trainer if needed (Premier Inn type)

International Price Varies

In-House training has been designed to provide a similar experience to our open courses, however we can tailor the content to fit your specific needs.

We are able to train in your timezone.

All our training includes:

- A full day of quality training, delivered by an experienced trainer
- Total of 6 CPD training hours (usually 9am - 4.30pm), plus an additional 2-3 via post-course online independent learning
- Full course training workbooks
- Training certificate
- Access to additional free training material after the course via our post-course portal
- 3 months free telephone coaching: Whilst you are implementing what you have learned, if you need to, you can contact us for support and guidance

We suggest the following plan of action:

Please send to us:

1. Any amendments or changes you wish to make to the programme.
2. Your thoughts.
3. The next step you would like us to take.

Thank you.

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Customer Reviews

“ The course content was very in-depth and skills learnt to assist within the company that I work for. Extremely helpful in dealing with conflict. The trainer’s presentation was very thorough and extensive knowledge

*Sharon Stockdale
Hotel Chocolat*

“ The course content was very good, useful and relates directly to the working environment. Real life scenarios. Would recommend to other people. The trainer’s presentation was very good, and he gave good examples and provided solutions to situations. He was clear and clarified anything that wasn’t understood.

*Rehan Khan
UHY Hacker Young LLP*

“ Excellent content! I particularly liked the 8 Part SMART and understanding the difference between Critics and Cynics. Transforming negative conversations onto a more productive track. The trainer’s presentation had a good pace, presentation and style.

*Julie Knight
Victory Housing Trust*

“ I found the course to be extremely detailed and we were able to cover a lot in a very short space of time without being overwhelmed due to the well structured course. I enjoyed the role plays and learning about all of the different models - very informative! Well structured, easy to follow and very interesting! Lots of different techniques for learning which kept it stimulating. 100/100

*Nicole Peters
The Heart of England Forest*