

NEGOTIATION SKILLS

US 13948 / NQF Level 4 / 5 Credits

It is people who negotiate; not machines, or companies. We all have prejudices, values, ideologies, preferences, pressures, objectives, and judgment, as will the other party in your negotiations. So one part of our journey will involve you understanding why your greatest challenge in negotiation is yourself and how, by nature, you naturally see the world from your perspective rather than that of others.

STEVE GATES, The Negotiation Book

WHO SHOULD ATTEND

- Sales staff at all levels and in all industries
- Staff, heads of department and managers dealing with
 - Customers
 - Staff
 - Suppliers
 - Service providers

HOW YOU WILL BENEFIT

- You will learn:
 - the negotiation process and the importance of proper preparation
 - how to apply recognised steps in the process
 - different techniques and approaches to negotiation
 - negotiation strategies and their applicability
- By applying what you learn you will develop experience to improve the outcome of negotiations in various situations

WHAT WILL BE COVERED

- Why negotiation skills are so important in business and their broad application
- Being prepared for a negotiation
- Influencing others
- Push and Pull style techniques
- The negotiation process and the steps involved including what causes breakdown of a negotiation
- How and when to apply the steps that you have learnt
- Different strategies and how to use them
- Closing a negotiation
- Breaking deadlocks

Two-day course 08:30 -16:00

Tel: (031) 267 1229

sales@kznbtc.co.za / www.kznbusinesstraining.co.za

TABLE OF CONTENTS

<p style="text-align: center;">Module 1</p> <p>Explain the need for negotiation skills in business</p>	<p style="text-align: center;">Module 2</p> <p>Explain the steps in the negotiation process</p>
<ul style="list-style-type: none"> • Why employees need negotiation skills with reference to the changing nature of the workplace and democratisation • Types of negotiations with reference to the management structure of organisation 	<ul style="list-style-type: none"> • The steps used in negotiation in terms of what is entailed at each step • Reasons why negotiations fail and what negotiators can do to facilitate a mutually satisfactory solution • The abilities needed by skilled negotiators how each ability can contribute to the success or failure of a negotiation and at what stage of the negotiation each skill may be required • Push vs Pull techniques
<p style="text-align: center;">Module 3</p> <p>Apply the steps in the negotiation process to an authentic work situation</p>	<p style="text-align: center;">Module 4</p> <p>Explain strategies that could be used in negotiation</p>
<ul style="list-style-type: none"> • The concepts of "favoured outcome", "settlement point" and "point beyond which you cannot go" for a selected scenario • Ensuring that the disadvantages to each party for each position are considered prior to meeting • Anticipating possible points that the other party might raise and consider a possible response to each identified point for the selected scenario • Presenting a "proposal" and give a clear indication of what is and what is not on the table for a selected scenario • Compiling a point-by-point summary of the proposal to ensure that both parties have a common understanding of the nature and extent of the proposal • Ask questions to build common ground and establish the existence of any hidden agendas • Identifying shared interests, opportunities for cooperation and common principles in order to facilitate negotiation • Amending a position without sacrificing fundamental interests for a selected scenario • Asking questions for clarification and explanation • Asking questions to test understanding and to summarise understanding of a position • Analysing demands of the other party and propose a concession for a selected scenario • Closing the negotiation for a selected scenario 	<ul style="list-style-type: none"> • Tactics that can be used to delay a negotiation • Methods that can be used to break a deadlock • Different types of closure and when each is suitable