

NEGOTIATION SKILLS

The Power to Influence, Win, and Thrive

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

Negotiation can feel intimidating - whether you're advocating for yourself, closing a deal, or navigating tough conversations. The pressure, the unknowns, and the fear of getting it wrong can shake even the most experienced professionals. But what if you could replace that uncertainty with confidence? What if negotiation became something you looked forward to - an opportunity to influence, create value, and achieve your goals with clarity and ease?

This course is designed to help you conquer those nerves and step into negotiations with confidence, strategy, and purpose. You will learn practical, proven techniques to handle objections, navigate high-stakes discussions, and secure better outcomes - without resorting to pressure tactics or feeling like you're winging it.

Negotiation isn't just about reaching an agreement - it's about influence, problem-solving, and unlocking opportunities for mutual success. By the end of this course, you will have a powerful, adaptable negotiation framework you can apply in any business setting, empowering you to negotiate with clarity, skill, and the motivation to win - while enjoying the process.

WHO SHOULD ATTEND

- Sales professionals at all levels and in all industries
- Managers and team leaders negotiating with staff, customers, suppliers, or service providers
- Professionals responsible for influencing decisions or securing agreements

HOW YOU WILL BENEFIT

- Master the negotiation process - from preparation to closing
- Develop influencing and persuasion techniques to secure better outcomes
- Recognise different negotiation styles and adapt accordingly
- Handle objections, deadlocks, and difficult conversations with confidence
- Apply practical skills to achieve win-win solutions in any negotiation

Two-day course 08:30 - 16:00

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WHAT WILL BE COVERED

Understanding negotiation and preparation

- The role of negotiation in business and its broad applications
- How to prepare thoroughly for a negotiation
- Recognising negotiation styles - and when to use them

Influence and persuasion strategies

- Push vs. Pull negotiation techniques
- The psychology of persuasion: influencing others effectively

Essential negotiation tactics

- Tactical empathy - understanding and responding to the other party's perspective
- Calibrated questions - how to guide conversations in your favour
- Mirroring and Labelling - techniques to build trust and rapport
- The power of a positive "No"- setting boundaries while maintaining relationships

Handling challenges and closing with confidence

- The negotiation process: key steps and how to prevent breakdowns
- Breaking deadlocks and overcoming resistance
- Closing a negotiation with clarity and confidence