BLACKBIRD FOR TRAINING

Advanced Negotiation Skills

Malaga (Spain)

24 - 28 February 2025

www.blackbird-training.com

Advanced Negotiation Skills

Code: PS28 From: 24 - 28 February 2025 City: Malaga (Spain) Fees: 4400 Pound

Introduction

We all operate in an increasingly complex commercial and professional environment that requires us to negotiate on a daily basis not only with customers, clients, suppliers and contractor, but also with managers, fellow employees and colleagues within our own organisation.

This Advanced Negotiation Skills training course is designed to explain the negotiation process in detail and demonstrate how to use it effectively, giving delegates the negotiation skills and strategies they need to succeed in today's challenging commercial environment.

Course Objectives

- Have a deep understanding of the key analysis of the negotiation process and how to influence others to get more of what you need and want.
- Have developed a range of highly effective negotiating skills and strategies that can be used in a range of situation.
- Be able to effectively analyse, plan and prepare for every negotiation.
- Understand the benefits of controlling and reading body language when influencing others.
- Have become a more effective and confident negotiator.
- Have enhanced an essential operational, management and leadership skill that will increase your performance on a daily basis.

Course Outlines

DAY 1: Introduction to Negotiation - The Starting Point for Improvement

- Thinking Outside-the-Box.
- Positivity & Negativity and Its Affect on Negotiation.
- Applying a Positive Attitude to the Negotiation Process.
- Proposal Format - simple, focused & logical.
- Placing Yourself Above the Competition with Your Proposal.
- The Psychology of Negotiation - Knowing your Opponents Driving Force.
- The Feel-Good Factor.
- Questioning & Listening Techniques.

DAY 2: Understanding Behavioural Style to Negotiate Better

- Knowing and Understanding your own Behavioural Style - Keys to how you negotiate.
- Negotiation Style Assessment.
- Approaches to Negotiation.

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- The Win-Win and Why it is misunderstood.
- The Two Distinct Approaches to Negotiation.
- Communication Style and the Negotiation Process.
- Adapting to Different Communication Styles.
- Negotiation and Ethics.

DAY 3: Developing a Strategic Approach to Negotiation

- A Strategic Approach to Negotiation - Distributive negotiation strategies.
- BATNA, Zone of Possible Agreement.
- Openings, Anchors, Offers and Counter Offers.
- A Strategic Approach to Negotiation - Integrative Negotiation Strategies.
- Sharing Information, Diagnostic Questions & Unbundling Issues.
- Package Deals, Multiple Offers and Post-settlement Settlements.
- Knowing and Maintaining your Sources of Negotiation Power.
- Sales Negotiation Behaviour - A Practical Approach.

DAY 4: Interests, Planning and Understanding Body Language

- Wants and Needs - The importance of identifying needs.
- Emotional Intelligence and its Role in Negotiation.
- The Importance of Body Language and Non-verbal Behaviour.
- What is Body Language and how do we accurately read it?
- Understanding Thoughts from Body Language.
- How to use your own Body Language to negotiate more effectively?
- Resolving Disputes - learning to mediate to create better deals.
- Techniques of the Mediator - practical mediation skills to help resolve disputes.

DAY 5: Negotiating with Different Nationalities and Cultures

- Face to Face Negotiation - dealing with different cultures.
- British & American.
- Japanese & Chinese.
- French & German.
- Advice for Cross Cultural Negotiators.
- International Team Negotiation Exercise.
- Putting Negotiation Techniques into Practice - putting a deal together.
- Summary Session and Questions.

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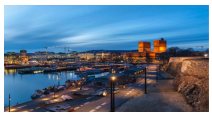
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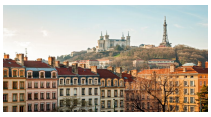
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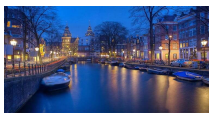
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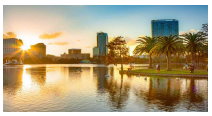
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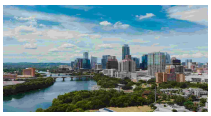
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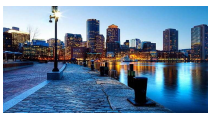
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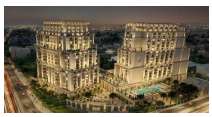
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