



Essentials of Negotiation

For Business Professionals

Influencing Skills

Essentials of Negotiation

For Business Professionals

Previously: Negotiating to Win

Get the skills, insights and competencies to conduct negotiations successfully at every level.

Highlights

- Identify and use the six stages of the Negotiation Model.
- Explore the four dimensions of DISC and how it impacts persuasion and negotiations.
- Plan your own strategy to apply to your negotiations.

Key Competences

- Negotiation skills
- Active listening skills
- Communication skills
- Persuasion and Influence
- Planning for negotiations
- Managing confrontations

The Right Programme for You

You work in sales, purchasing or are a head of a team or department, and you need to negotiate the best possible terms of an agreement for your company. This programme gives you the skills you need.

Managers

Business Professionals



Learn, Practice and Use

- **Know** when—and when not—to negotiate
- **Develop** an effective plan and strategy for any negotiation you encounter
- **Learn** the 6 stages of the Negotiation Model
- **Know** what behaviour to adapt at each stage of the negotiation process
- **Successfully** apply the principles of persuasion to any negotiation situation
- **Effectively** negotiate face-to-face, on the phone or through e-mail and other media
- **Understand** the four dimensions of DISC and the style tendencies of each
- **Identify** why negotiations become derailed and how to avoid negotiation traps
- **Learn** how to use different communication techniques in different situations
- **Become** a great negotiator in your role
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



3 days
€2,995

PMI Certified

The programme is certified by the Project Management Institute® (PMI).
More information at mce.eu/pmi

Available In-Company

The programme is available as an In-Company solution for your teams.
More information at mce.eu/inco

mce.eu/influencing for dates, locations and full programme outline

Programme Modules

1

What is Negotiation?

- The basic concepts of negotiation
- What is negotiable in typical business situations
- Identify approaches to negotiation

2

Negotiation Stages

- Identify the six stages of negotiation
- Use appropriate behaviours in each of the stages
- Define the influences on the negotiation process

3

Planning Your Negotiation

- Plan a negotiation
- Determine a settlement range
- Apply the planning framework in practice negotiation

4

Persuasion

- Apply the persuasion process
- Use the frame/reframe process to understand the other party
- Examine possible approaches to use when there is confrontation
- Use listening skills in the negotiation process

5

Communication

- Explain the four dimensions of DISC and the style tendencies of each
- Describe the characteristics of dual styles and their impact on negotiations
- Describe how to adapt style to maximize the results of negotiations
- Identify why negotiations become derailed and how to avoid negotiation traps

6

Crafting a Strategy for Your Negotiation

- Plan a strategy to apply your negotiations
- Describe the process of identifying a problem or issue for negotiation
- Identify steps and techniques for choosing appropriate communication methods
- Create and apply a strategy for a business negotiation simulation

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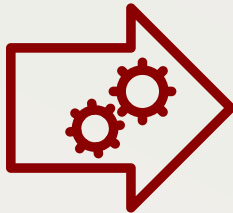
Action Plan

- Apply what you've learned to plan a negotiation for back on the job



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

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