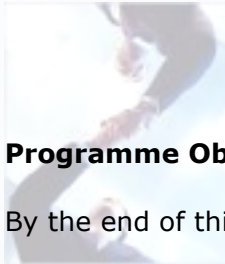


"Master-Classes" in Financial Skills**EFFECTIVE NEGOTIATING SKILLS**

A Two-Day Programme

Programme Objectives

By the end of this programme delegates will be able to:

- Describe the four major phases of a negotiation and appreciate the need for comprehensive planning and preparation.
- Develop strategies to enable the achievement of optimum attainable positions.
- Utilise inter-personal skills to give value to their ideas or proposals and to justify their case strongly.
- Recognise, counter and use the psychological tactics employed to unbalance the other party.
- Judge the close and use those closing techniques specific to the skill of negotiation.
- Enter each negotiation with confidence and the positive attitude essential for a WIN/WIN result.

Who is this programme for?

This programme is for Managers, Team Leaders and staff who negotiate with suppliers, clients and colleagues. The programme is useful for those whose job performance is measured by successful outcomes.

Programme Contents

- . What is a negotiation?
- . The prevalence of negotiation
- . How good a negotiator are you?
 - . Individual delegate questionnaire
- . The principles
 - . Limits and overlaps
 - . Variables
 - . Values and priorities
- . The importance of attitude
- . The four stages of negotiation
 - . Preparation
 - . Persuasion
 - . Proposition
 - . Conclusion

- . Preparation
 - . Objectives
 - . Information/knowledge
 - . Team negotiations
 - . Establishing and maintaining roles
 - . Developing your strategy
- . Persuasion
 - . Questioning and listening
 - . Justifying
 - . Challenging
 - . Signalling
 - . Summarising
- . Proposition
 - . Behaviour
 - . Negotiating methods
 - . Tactics and counters
 - . Reacting to concessions
- . Conclusion
 - . Closing techniques
 - . The importance of timing
 - . Authority levels
 - . Agreement
- . Some common mistakes
- . Characteristics of a successful negotiator

Note: This programme is highly participative and includes individual group and syndicate exercises, case studies and personalised role plays, which are written to mirror image the negotiating environment of your company.

