

€ TRAINING

Advanced Negotiation Skills via Mastering
Negotiation Skills



15 - 17 September 2024
Istanbul (Turkey)



Advanced Negotiation Skills via Mastering Negotiation Skills

REF: TS1902 DATE: 15 - 17 September 2024 Venue: Istanbul (Turkey) - Fee: 4450 Euro

Introduction:

This seminar is designed to explain the negotiation process in detail and demonstrate how to use it effectively, giving participants the negotiation skills and strategies they need to succeed in today's challenging commercial environment.

Seminar Objectives:

At the end of this seminar, participants will be able to:

- Effectively analyze, plan, and prepare for every negotiation.
- Become a more effective and confident negotiator.
- Enhance essential operational, management, and leadership skill that will increase your performance on a daily basis.
- Help build organizational capability to add real value through the negotiation process.
- Enable better strategic planning and management of the negotiation process leading to the implementation of more stable and workable agreements that protect key relationships.
- Enhance the ability to assertively claim value in negotiations that increase organizational profits.
- Better assessment of what represents a good negotiation outcome through the understanding of core organizational interests.

Targeted Audience:

- Professionals.
- Management Teams.
- Team Members.
- Administrators.

Seminar Outlines:

Unit 1:

Introduction to Negotiation - The Starting Point for Improvement:

- Thinking outside the box.
- Positivity & Negativity and its affect on negotiation.
- Acquiring a positive attitude to the negotiation process.
- Proposal format - simple, focused & logical.
- Placing yourself above the competition with your proposal.
- The psychology of the negotiation - Knowing your opponent's driving force.
- The feel-good factor.
- Questioning & listening techniques.

Unit 2:

Understanding Behavioural Style to Negotiate Better:

- Knowing and understanding your own behavioral style - keys to how you negotiate.
- Negotiation Style Assessment.
- Approaches to negotiation.
- 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.

Unit 3:

Developing a Strategic Approach to Negotiation:

- A strategic approach to negotiation - Distributive negotiation strategies.
- BATNA, Zone of Possible Agreement.
- Openings, anchors, offers, and counteroffers.
- 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 behavior - a practical approach.