

# Negotiation Skills

## Course Outline

The development of on-going customer relationships is key to any successful organisation. Unless negotiations achieve a win-win outcome, it is likely that such relationships will break down over time. This training from H2 will demystify the process and the underlying core skills of effective negotiation. It will give participants the knowledge, skills and confidence they need to become effective negotiators, in a wide range of face-to-face and telephone situations.

### KEY AIMS

---

1. To enable the development of key skills to operate effectively in negotiation situations
2. To promote the benefits of using a professional model to develop negotiation strategy
3. To provide important tools, techniques and tactics for use in negotiation situations
4. To identify methods by which negotiations can be planned, conducted and reviewed
5. To build confidence and skills to achieve a mutually acceptable outcomes
6. To enable participants to assess their current knowledge and ability and to plan their continuing development and maximise effective learning

### KEY BENEFITS

---

Participants will be able to:

- Be more confident in negotiation situations
- Be able to strike better deals
- Strive for win-win agreements
- Foster ongoing customer relationships
- Gain best outcomes from inter-personal interactions
- Develop a range of transferable skills

The organisation will:

- Have more confident and skilled people
- Have more motivated and flexible people
- Improve deals with external customers and suppliers
- Develop more positive and productive internal and external working relationships

### FEEDBACK

---

- “Very interesting and well presented - Consideration of negotiation techniques will be taken into account in future”
- “Found the trainer’s style excellent”
- “All of course was useful especially identifying the stages in negotiation, resolving difficult situations and the practice session at the end”
- “Coursework and practical exercises were helpful in learning process”
- “The best course I’ve been on by a long way!”
- “Very good session and excellent workbook”

## OUTLINE PROGRAMME

---

- **Negotiating or not negotiating?** - Developing a common understanding of the term, by dispelling frequent misconceptions.
- **Key negotiation skills** - Identifying key skills used by effective negotiators by participating in a group negotiation and reviewing the process.
- **Five-stage negotiation model** - Understanding the sales negotiation process - the aims of each stage and what they involve.
- **Process and skills** framework – Identifying the skills and key helps and hindrances within the five-stage model.
- **Preparing to negotiate** - Understanding the importance of preparation and devising personal preparation checklists.
- **Benefits analysis** - Understanding how effective negotiating and selling involves helping to meet both sides' objectives. Identifying the benefits of the proposal to the other party, rather than the features of the proposal itself.
- **Interpersonal behaviours** - Enables participants to recognise and understand verbal and non-verbal indicators of intent and progress and examines how such indicators can be used to good effect.
- **Influencing strategies** - Identifying a range of strategies to positively influence others in negotiation. Devising a strategy checklist for use in the planning phase of future negotiations.
- **Closing negotiations** – Learning to close negotiations effectively and at the right time.
- **Action Planning** - Identifying continuing personal development needs and extending learning into the workplace.

## COST

---

We understand that training is an investment - not just in terms of the cost, but also in time. We are therefore committed to providing excellent value by ensuring that our open courses are competitively priced. Unlike other inexpensive open/public courses, we deliberately restrict the number of places so you can rest assured that the training will be focused on the needs of every delegate, and will be an effective learning experience.

Fees for 1-day open courses from H2 are as follows:

- Per delegate: £275 + VAT / 2 or more delegates: £235 + VAT each
- Self-funding individuals or delegates from not-for-profit organisations: £215 + VAT

Fees are fully inclusive of:

- Course tuition / materials
- Handouts/workbook, with comprehensive reference materials / proformas
- Lunch / refreshments
- Personal action planning
- Certification (on request)
- Follow-up support (on request).

## CONTACT

---

Tina Halperin, Director  
H2 Training & Consultancy Ltd.

**Freephone:** 0800 0015151  
**Email:** th@h2training.com