

GIVE & TAKE

Negotiation Skills



This one day course will enable participants to understand negotiation strategy and how it can be used in day to day business settings.

Learn how to take control and understand the different signals and stages involved in a successful negotiation.

Recognise the power of negotiation in a sales environment as well as in wider business activities. Feel empowered to enter negotiation situations with confidence.

This course will cover:

- What is the negotiation process?
- How to be ready and have the right strategy
- Understanding buying signals
- Your signals and why these are important
- Concluding a negotiation

Thursday 30th January
9.30am-4.30pm | Falmouth
Refreshments and
lunch included

Email hello@ciosgrowthhub.com
to book your place

During this one-day course you will learn...

Morning:

- What is negotiation?
- How does negotiation fit into business operations
- Negotiation skills
- Negotiation as a problem solving tool and sales mechanism
- Structure and characteristics of a negotiation
- The difference between negotiation and other business scenarios
- The Seven Stages of Negotiation
- The Pester Power
- Understanding the negotiation climate
- Structure and plan a negotiation

Afternoon:

- Understanding wants vs needs
- How to negotiate effectively
- Coinage – what is negotiation currency?
- Bidding, negotiation and bargaining
- How to know if you are in the closure stage
- Goodwill vs concession
- An introduction to body language
- Questioning strategy
- BATNA and ZOPA models
- Next steps for your negotiations