

# Negotiation: Collaborate to success

---



## Overview:

Good negotiation skills are closely related to any business' "bottom line". Effective negotiation determines whether or not important transactions are closed, what the terms of any agreement will be, what you pay for goods and services, the relationship between labor and management, and the nature of any contractual partnership.

This negotiation training will teach you how to turn each professional exchange into an advantage for your organization. You will learn the preparatory steps necessary to negotiating success. We will provide you with a diagnostic model for use in evaluating your negotiating strengths and weaknesses.

## Learn:

The materials learned will enable you to set reasonable objectives and to avoid the fruitless discussion of non-germane topics. Effective communication and presentation techniques will be outlined to help ensure negotiations are productive and non-combative in nature.

After this program you will be able to apply our guidelines in any labor, client, or service negotiating situation. You will have the tools necessary to forge strong, long-lasting, and beneficial agreements for your organization.

## Objectives:

- ❖ Understand the role of negotiations and the importance of negotiating skills.
- ❖ Identify greater opportunities for negotiation.
- ❖ Understand the importance of determining needs versus wants.
- ❖ Evaluate your negotiating style through self-assessments.
- ❖ Understand and use the different negotiating strategies in practice sessions.
- ❖ Learn the essential techniques for pre-negotiation planning and why it is such an essential component.
- ❖ Learn the sequential steps to effective negotiation.
- ❖ Use goals and objectives to define the issues involved in negotiations.
- ❖ Practice and employ several strategies and tactics.
- ❖ Complete several case studies and self-assessments to test what you learn and to gain greater insight into yourself and your style.
- ❖ Recognize the influences at work and gain a better understanding of the other side's needs.
- ❖ Develop a win-win philosophy for your negotiating climate.
- ❖ Understand the power of non-verbals and silence.
- ❖ Translate what you learn into action.

## **AESCHWARTZ & ASSOCIATES**

13 Conservation Way • Stoughton, MA 02072

EMAIL: [aes@aeschwartz.com](mailto:aes@aeschwartz.com)

TEL: 781-436-5033

[www.aeschwartz.com](http://www.aeschwartz.com)

[www.aespeaks.com](http://www.aespeaks.com)

[www.schoolformanagers.com](http://www.schoolformanagers.com)

# Outline:

## **What Is Negotiation**

- A. People Negotiate Everyday
- B. Key Aspects
  - 1. Control, power, time, and information
- C. Styles
- D. Perceptions
- E. The Fallacy Of A Logical Argument

## **Planning For Negotiation**

- A. Pre-Negotiation
  - 1. Relationship building and trust
- B. Gathering Data
- C. Developing Strategy, Tactics, And Support On Issues
- D. Using Goals And Objectives To Define The Issues
- E. Developing A Hierarchy
  - 1. Defining the issues and develop your position
- F. One To One And/Or Team Sessions

## **The Range And Results Of Negotiation Interactions**

- A. Negotiating With Win-Win
- B. Self-Assessment
  - 1. Win-Win, creative collaboration, compromise, and soviet style
- C. The "Partnership Philosophy" (Make It Easy For The Other Side To Agree)

## **Communication And Conflict**

- A. Empowerment
  - 1. Forging strong, long-lasting and beneficial agreements
- B. Listening And Maximizing Communication To Obtain Understanding
  - 1. "Reading" people (the key cues to look for)
- C. Creating The Right Climate For Negotiation
- D. Learning What The Other Person Really Wants
- E. Recognizing What Influences Are At Work
  - 1. Motivation, attitude, values, perceptions, and beliefs
- F. Making Concessions Without Losing
- G. When Conflict Occurs -- Why And What To Do

## **General Negotiation Techniques**

- A. Verbal -- Non-Verbal Communication And Written Skills
  - 1. The power of silence
- B. Appearance, Mannerisms, And Manner
- C. Physical Setting And Positioning
- D. Thoughts To Ponder And Thoughts To Act Upon
- E. Follow-Through, Follow-Ups And Downs
  - 1. Maintaining productive, cooperative relations during negotiations
- F. Utilizing Questions To Control The Direction
- G. Time Pressure And Leverage Tactics

## **Action Plans And Summary**