



Effective Negotiation Skills

One-Day Workshop



www.powercalltraining.com

Would you like to achieve more from your negotiations?

Do you want to improve your negotiating skills, and gain new techniques for achieving measurably better win-win agreements?

Free yourself from common misconceptions about the negotiation process to eliminate unnecessary obstacles, and achieve better results when confronted by conflicting interests and competing agendas.

Our course allows participants to:

- Understand the underlying phases in all negotiations
- Gain the key skills to stay in control during each stage
- Understand how to create opportunities for mutual gain
- Protect your interests when the other side will not play
- Produce long-term mutually beneficial relationships based on trust
- Stay on track even when your counterparty is more powerful!

Our training produces lasting changes resulting in better deals, and higher margins.

Who should attend?

- Those responsible for negotiation activities including sales and marketing, procurement, finance and project management professionals.
- Those looking to refresh their negotiation skills
- Those looking to establish a code of best practice

Available as a public course
or as an In-house course
at your offices

**Public Course class sizes are
strictly limited to 12 delegates
per workshop.**



With over 15 years' experience of negotiating major contracts and of closing big ticket deals your trainer, Anthony Maddalena, can be relied on to equip you with easy to use tools to assist you to gain measurably more from your negotiation activities.

He has created a course, which brings to life the tactics and methods brilliantly conveyed in the World's multi-million dollar bestseller "Getting to Yes" which for over 30 years been the pre-eminent toolbox for negotiators.

With a naturally warm and engaging style, he is keen to share this straightforward recipe for success with all those who wish to take their negotiation activities to the next level. Over the years Anthony's clients have included Dow Jones International, Ericsson IPX, Microsoft, Raymond James Investment Services, Vodafone UK, and a host of small to medium organisations.

"BATNA was good to understand as it allows you to make sure you can control the negotiation." (Senior Account Manager, Leading Corporate Barter company)



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1. **Introduction to Negotiation Skills**
2. **What is Negotiation?**
3. **Characteristics of Ultra- successful Negotiators**
4. **Negotiation Skills Self-Assessment:**
 - *(Short questionnaire to be completed)*
5. **Positional Bargaining**
 - *Hard Bargaining versus Soft Bargaining*
 - *The Pros and the Cons of both approaches*
6. **Producing Wise Agreements:**
 - *Separating the people from the problem (how to deal with conflict, people issues and emotions.)*
 - *Focusing on interests not positions (how to lay the foundations for win-win agreements)*
 - *Inventing options for mutual gain (finding creative solutions to secure win-win deals)*
 - *Using objective criteria (how to unstick a negotiation)*
7. **What if they are more powerful?**
 - *How to protect your position and make the most of your assets*
8. **What if they won't play?**
 - *Using Negotiation Jujitsu!*
9. **Open Discussion and Preparation for Negotiation Role Plays.**

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The afternoon session will involve the practical hands-on application of the theory presented in the morning session, involving role-plays based on typical real-life negotiation scenarios

“Excellent explanation. Taught me that it’s not always about just resolving the problem but opposite parties’ interests.”

Finance Accountant, Leading corporate barter company

All in-house courses can be customized to meet our client’s specific needs and challenges.

For further information or to book onsite training now:

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