

# **NEGOTIATION SKILLS**

## **INTRODUCTION**

Negotiation is an important skill to master as this will allow people to be able to get better deals. Situations of negotiations include from as simple as deciding where to eat or as complex as negotiating for mega buck contracts. Whether the negotiation is simple or complex, similar principles of negotiation apply.

As such, this program seeks to help participants to understand these principles and allow them to be a better negotiator be it in simple or complex situations.

## **PARTICIPANTS**

Anyone who wants to become a better negotiator

## **DURATION**

2 days (9.00am-5.00pm)

Date: 17th & 18th October 2012

## **OBJECTIVES**

- Maximise effectiveness in strategic sales negotiation situations to increase profits
- Effectively negotiate from the position of long-term value over lowest price
- Effectively handle customer relationships and their behaviour during and after difficult negotiations
- Focuses on value creation for customers by focusing on benefits
- Focus on interests and issues and not take dangerous positions
- Understand that customers are most interested in their own profitability and how to use that information to affect negotiation outcomes.

## **CONTENTS**

### **Starting With the “Right” Mindset**

The meaning of success and positive thinking  
What are the challenges in effective negotiation  
Who is responsible for success – I, me myself

### **What is your personality profile?**

Understanding your own personality  
The 4 types of personality  
The approaches of each personality when negotiating

### **Foundation of negotiations**

3 basic principles  
Key concepts in negotiation

**Approaches to an effective negotiation**

The 8-step approach

Negotiation do's and don'ts

Managing expectations – promises vs delivery

Negotiations landmine

Techniques in closing of a negotiation

**Develop customer relationship management**

Making your customers happy and satisfied

Building rapport and maintaining relationships

Tending to customer's unspoken needs

Keeping in touch

**Personal Action Plan**

Success Agreement system (SAS) with self and others

Buddy system

Follow-up and review of work performance

**METHODOLOGY**

The workshop is interactive and participative allowing the participants to internalise the concepts and knowledge learnt. There is a mixture of lectures, role plays, skill practices, discussions, games, group dynamics, simulations and reflective exercises to integrate learning and fun is emphasized all the time

**MATERIALS**

Manuals will be provided for all participants

**LANGUAGE**

This 2-day program can be conducted in B. Malaysia and English

**TRAINER**

Phang Wai Kheong