

Negotiation Skills Workshop

Course Description

The Negotiation Skills Workshop is a 3-day, intermediate level course for all staff whose responsibilities involve negotiation, and who have less than 5 years experience in the role.

The aim of the workshop is to provide participants with a knowledge and understanding of the key principles and techniques that can be applied in order to improve their negotiation skills. Participants will also be given the opportunity to practice the appropriate negotiation principles and techniques necessary to achieve their personal and organisational objectives.

On completion of the workshop participants will understand the nature of negotiation and will be able to handle difficult situations more effectively, by working from a sound base of confidence and knowledge. They will also be able to use processes, strategies and tactics to maintain control, by recognising and reacting to different styles of behaviour and by trading concessions, as and when necessary.

The programme will be conducted in English and will incorporate group work, activities, case studies and delegate presentations.

The course trainer, Gary Davies MBA DipM MCIM is a highly respected consultant, author and examiner with over 30 years negotiation experience to share with participants. In addition to his consultancy and writing work, Gary regularly teaches communications, sales, marketing and management-related subjects and works with leading financial institutions in the UK and worldwide, including within the GCC.

Who Should Attend

All staff whose responsibilities involve negotiation, and who have less than 5 years experience in the role.

Course Content

Day One

Session 1

- The nature and importance of negotiation
- The various aspects that can be negotiated
- Personal skills and characteristics of successful negotiators
- The stages of the negotiation process and their relevance

This section includes an exploration of the nature and importance of negotiation and the identification of the various aspects that can be negotiated. The personal skills and characteristics of successful negotiators are also discussed. The various stages of the negotiation process are identified and each of these stages and their relevance to the various parties concerned will be explored in detail in subsequent sessions.

Session 2

- The pre-negotiation stage
- The need for planning, consultation and research
- The first stage of negotiation
- Comparing desired outcomes
- Using questioning techniques

This section addresses the pre-negotiation stage and the need for the negotiator to find out everything about the other party and what they want to achieve. Issues such as planning the main argument and counter arguments and anticipating objections are also explored. The need to consult other parties as and when necessary is also highlighted (such as a senior manager and/or any other interested parties within organisation). The first stage of negotiation is also explored, including the need to get the other party to 'lay their cards on the table' and to compare desired outcomes. The use of probing questions to identify latent issues is discussed, as is the need to settle as many 'side issues' as possible, to clear the path to the desired outcome.

Day Two

Session 3

- The bargaining stage
- Selecting outstanding issues and identifying areas of agreement
- Trading concessions and the need for 'give and take'
- Summarizing at intervals
- Controlling emotions, avoiding deadlock and relieving pressure

In this section the bargaining stage, which is usually the longest and the most tense and nerve wracking phase is explored. The need to select outstanding issues and identify areas of agreement is highlighted, as well as the importance of considering what concessions can be offered and what conditions may need to be attached. Issues such as attempting to trade concession for concession and summarizing at intervals to check understanding are explored. The need for argument and counter argument, proposals and counter proposals and 'give and take' is highlighted, as is the need to control emotions and take a break to avoid deadlock and relieve pressure.

Session 4

- Concluding negotiations
- Clarifying agreements
- Ending on a positive note
- Agreeing and confirming post negotiation issues

This section addresses final stage of negotiation, including the need for the negotiator to clarify all agreements before final contracts/arrangements are drawn up and to end the negotiations on a positive note, re-stating the benefits for the other party. The importance of agreeing with the other party what happens next and the need to confirm any post-negotiation support if necessary is also highlighted.

Day Three

Session 5

- Introduction to final practical negotiation group exercise
- Preparation of negotiations

In this section workshop participants will undertake group work and gain the opportunity to apply many of the principles and techniques that have been discussed, while undertaking a group negotiation exercise. The output from the group work exercise will be presented and discussed in the following session.

Session 6

- Presentation of negotiations
- Discussion of negotiations
- Review, summary and close

This final section will consist of a series of presentations from workshop participants who will present their group negotiation exercise and demonstrate what they have learned and how they have applied the principles and techniques discussed in previous sessions. The group work will be discussed and any learning points will be emphasised before undertaking a final review and summary of the key issues.