

## Course Overview

Most of us negotiate all day long as we try to influence colleagues, business partners, vendors, and customers. Do you sometimes wonder if you are being too accommodating when you negotiate? Are you worried that the other side may be getting a better deal or that you have left value on the table? Do you sometimes come up against hard bargainers? Do you ask yourself if there might be a better approach? Do you need to develop a uniform approach to negotiation within your organization?

In this course you will acquire a systematic negotiation strategy and the ability to apply it across a wide range of business transactions. These strategies are proven methods that will build confidence and enhance your negotiation results. By the end of this course you will be more prepared to optimize outcomes of your negotiations, both internal and external. Furthermore, you will learn to recognize the variables that influence your ability to be an effective negotiator.

This course will enable you to develop skills for more successfully meeting your interests at the negotiation table. By using these strategies you will be better able to manage your business relationships while improving your substantive outcomes. At the end of this course you will return to work more confident in your role and more adept at handling negotiations effectively and efficiently.

## Course Outline

### *Learning Negotiation Essentials*

- Recognize common negotiation dynamics and patterns
- Recognize the benefits of a win-win approach
- Learn how to prepare for a range of negotiation challenges
- Identify robust and comprehensive criteria for measuring negotiation success
- Learn to balance self-interest with relationship management

### *Dealing with Difficult Tactics*

- Learn the pitfalls of positional bargaining
- Identify the patterns underlying hard bargaining tactics
- Learn a strategy for driving the negotiation process and controlling the conversation

- Recognize how to identify in yourself what makes conflict challenging

### *Negotiation Skill Development*

- Improve your negotiation results
- Role-play the negotiation techniques acquired in this course
- Watch a hands-on demonstration of dealing with hard bargainer techniques
- Consolidate learning with client-specific negotiation scenarios and application sessions to ensure on-the-job relevance

### *Dealing with Communication and Relationship Management*

- Acquire the skills to become an active listener rather than a passive one

## What will I learn?

- Appear commanding and credible as a negotiator
- Clearly advocate for your interests and concerns
- Recognize and respond skillfully to difficult tactics
- Handle yourself effectively in any business transaction
- Increase your ability to build and use relationship capital
- Enhance your reputation for fairness and client satisfaction
- Apply a systematic framework for preparing, conducting, and reviewing negotiations

## Who should attend?

- High Potential Leaders
- Sales Managers
- Alliance Managers
- Customer Service Professionals
- Business Development Professionals

**Course duration:** 1 or 2 days

**Class size:** Maximum of 24

*The ideas, frameworks, and tools shared in this class are all based on best practices in negotiation and conflict resolution developed over the last 20 years at the Harvard Negotiation Project. These ideas were first published in Getting to Yes (Fisher et al., 1991) and further developed in Difficult Conversations (Stone et al., 1999).*