



# NEGOTIATION ESSENTIALS

## 1 DAY SKILL-BUILDING WORKSHOP

**Business leaders negotiate every day to influence colleagues, business partners, vendors, and customers. Most of us worry that we're being too accommodating or that the other side may be getting a better deal.**

Based on Harvard's famous interest-based negotiation approach, this course introduces a systematic negotiation strategy that can be applied to any business transactions. Build confidence and multiply your negotiation returns by learning to build trust and rapport, identify key interests, identify creative deal terms that expand the pie (integrative strategy) and holding firm against pressure so you can claim the maximum value for your organization (distributive strategy).

**After this program, participants will be able to:**

- Prepare effectively for negotiations using a structured approach that considers the 7 critical levers for negotiation success
- Build more trusting relationships to uncover key interests of the other party
- Explore novel value creating solutions based on each party's interests
- Negotiate better outcomes with greater confidence and ease.
- More skillfully navigate the difficult tactics of hard bargainers, using a simple tactical framework

### SAMPLE MODULES

#### **Preparing to Negotiate**

After learning the Negotiation Essentials™ Framework, participants practice using it to prepare for a negotiation. Participants are divided into two groups, and each receiving a set of confidential instructions for a negotiation role-play. Each group is led by one of the two instructors through a structured preparation session.

#### **Difficult Tactics**

This module summaries of common difficult tactics and strategies to overcome them. After sharing these tools, we use fishbowl demonstrations to show these skills in action, by having one participant and one instructor practice dealing with difficult tactics, while the other instructor facilitates the observation and discussion process with the group.

#### **Negotiation Simulation**

Value Creation. In this second negotiation simulation, participants role-play the scenario in pairs. Participants practice applying the techniques from the Value Creation Framework during the negotiation. This exercise reinforces the core negotiation approach and helps participants gain fluency in applying these skills.

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