

## MANAGEMENT DEVELOPMENT PROGRAMMES

### COMMUNICATION, PERSUADING & INFLUENCING SKILLS

Course Title	:	<b>NEGOTIATION SKILLS FOR BUYERS</b>
Course Code	:	CPI: NS4B
Course Overview	:	Sales people are taught how to negotiate a win-win solution, but purchasing staff appear rarely interested in this type of outcome, although they would benefit even more than the seller. This course is aimed at giving the purchaser the 'edge' in a negotiation whilst maintaining the win-win outcome to maintain after-sales relationships and repeat purchases at favourable rates. At the same time it shows how to counteract sales peoples' ploys that aim to manipulate the buyer into making a hasty or inappropriate concession. Psychological aspects of the negotiation process are also examined, and role-play and exercises are included to demonstrate key points, and to help hone new skills.
Target Audience	:	Staff who is involved in purchasing products or services.
Selected Session Topics	:	<ul style="list-style-type: none"> <li>- <b>Why negotiation is important to profit:</b> <ul style="list-style-type: none"> <li>• The difference between concentrating on price only and negotiating a more profitable agreement</li> <li>• Analysing the 'balance of power' in a negotiation</li> </ul> </li> <li>- <b>Exploiting the seller's manager/salesperson relationship:</b> <ul style="list-style-type: none"> <li>• Getting early, easy concessions and lowering the seller's expectations</li> <li>• How to judge the other person's skill at negotiation</li> <li>• Building trust and openness to gain mutual Advantage</li> </ul> </li> <li>- <b>Preparation:</b> <ul style="list-style-type: none"> <li>• Analysis of what the seller may want and what the buyer has to offer</li> <li>• Holding back demands as appropriate</li> </ul> </li> <li>- <b>Trading:</b> <ul style="list-style-type: none"> <li>• The negotiation process itself</li> <li>• Sealing the deal: shaking hands on the agreement</li> </ul> </li> <li>- <b>Behaviour during negotiation:</b> <ul style="list-style-type: none"> <li>• Being pleasant to gain an edge over the less experienced negotiator</li> <li>• Understanding sales peoples' ploys and what to do about them</li> <li>• Some tactics for you to use when you feel the Need</li> </ul> </li> </ul>
Key Take-Away	:	<ul style="list-style-type: none"> <li>- Preparation of outcome positions.</li> <li>- Agreement to negotiate: Making sure the sales person has authority to negotiate.</li> <li>- Sealing the deal: Making sure the seller agrees with the agreement.</li> </ul>

