

MANAGEMENT DEVELOPMENT PROGRAMMES

SALES

Course Title	: SUCCESSFUL NEGOTIATION SKILLS
Course Code	: Sales: SNS
Course Overview	: Successful Negotiation Skills gives a structured methodology and a range of skills and techniques for any negotiation situation. Participants are taught a range of strategies to adopt in any given negotiation situation. They are taught how to analyse strengths and weaknesses and the importance of researching the other party's position.
Target Audience	: Members of staff who are involved in selling products or in concluding cross party agreements.
Selected Session Topics	: <ul style="list-style-type: none"> - The successful negotiation model looks at the three important factors: <ul style="list-style-type: none"> • The negotiation stages • Planning and negotiation • Influencing styles - Stages and critical tasks <ul style="list-style-type: none"> • The various stages identified during the process - Needs and currency analysis <ul style="list-style-type: none"> • Determining the variables and concessions - Opening the negotiation <ul style="list-style-type: none"> • How high? How firm? How soon? - Power balance <ul style="list-style-type: none"> • Each party's inter-dependence on the other - Tactics to adopt <ul style="list-style-type: none"> • Is trust or the building of a relationship an issue?
Key Take-Away	: <ul style="list-style-type: none"> - Ability to be more skilled at reaching lasting Agreements under difficult circumstances. - Ability to seek a win-win outcome. - Learn to plan the Negotiation strategy. - Ability to research the other party's position.

