

# Negotiating in a successful and sustainable way

## TRAINING

### How do you reach an agreement?

We negotiate every day. About who takes on which task, about budgets, even about the washing up. This often degenerates into a tedious game of give or take: 'If you want this, I demand that.' Sound familiar? In a professional context, it is better to opt for respect and a long-term relationship. Our starting point is simple: strive for a win-win situation. An agreement that benefits both parties.

A classic mistake is to be so preoccupied with proving yourself right that you hardly give the other person any room to express themselves. First, make an effort to understand the other person, and only then try to make yourself understood. We teach you to ask the right questions to uncover underlying needs and interests.

As a skilled negotiator, you only sit down at the table once you have thoroughly prepared: your goal is clear, you know your margins, you have alternatives up your sleeve, and you know how to anchor effectively. In this training course, you will receive a concrete 10-step plan that will give you a clear framework.

On top of that, you will also discover 16 clever techniques that will increase your powers of persuasion. You will practise them in realistic simulations and challenging role-plays in small groups.

## DURATION

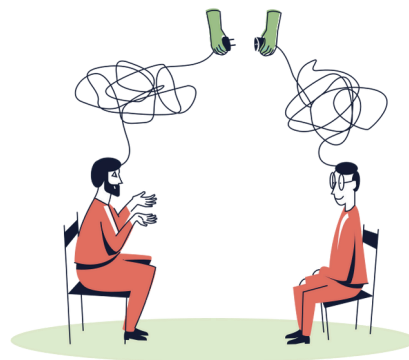
an 8-hour day

## NUMBER OF PARTICIPANTS

between 4 and 12

## LANGUAGE

Dutch, French or English



## LEARNING OBJECTIVES

### In a nutshell: what will you learn during the training?

The difference between hostile and collaborative negotiations

To focus on your goal and how to prepare thoroughly using a 10-step plan.

To create a win-win that goes beyond 'equal shares'.

How to use Cialdini's 7 principles as ethical influencing techniques.

To separate the person from the problem so that discussions do not become personal or emotional.

How to define your margins and ensure you have a BATNA (Best Alternative To a Negotiated Agreement).

To be the first to determine an anchor point, which gives you control over the negotiation and sets the direction.

How to respond constructively to objections and identify the other person's needs.

How to adapt to the Insights Discovery preference style of the other person (blue, red, yellow, and green).

You practise 16 clever negotiation techniques to convince the other person more easily.

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