

Negotiating With Sharks

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

“The reason we negotiate is to produce an outcome better than the outcome we can obtain without negotiating.”

- Roger Fisher & William Ury –
Authors of Getting To Yes: Negotiating Without Giving In

PROGRAM OBJECTIVES

In today's challenging business environment where everyone takes position, how do you negotiate to get what you want without giving too much of what you have?

Everyone negotiates on a daily basis; children and parents, job seekers and managers, customers and sellers, business owners and governments. Beyond the world of buying and selling, people use negotiation for a variety of reasons which includes disputes, conflicts, deadlines, or viewpoints. The people we negotiate with might be better trained in negotiation, or they could be more skillful through their past experiences. So, if we negotiate with people whose intent is simply to win at all cost, usually at our expense, how do we ensure a final agreement that will work for all parties? How do we make sure that the size of our win is as big as it can be?

This intensive, hands-on, activity driven program teaches skills that boost better results through an increased understanding and effective implementation of the negotiation process. It helps sharpen the negotiation skills of even experienced negotiators, empowering you to maximize every negotiation opportunity. By providing you with a rigorous training environment, your active participation in our program will enable you to apply and sustain your learning to a point of forming winning habits. You will have the ability to create the greatest positive impact at every given opportunity when facing any negotiation every time.

Negotiating With Sharks focuses on the following areas:

- Communication
- Influence
- Language
- Persuasion
- Power

LEARNING OUTCOMES

After completing the training, you should be able to:

- Develop effective negotiation strategies with key behavioral elements
- Discover negotiation techniques that can be used according to the needs and demands of your organization
- Employ different tactics in situational negotiations
- Identify and negotiate the best outcome possible
- Understand and employ the key skills and processes to negotiate successfully

METHODOLOGY

To change your direction, shift your thinking.

However long ago you learnt to ride a bicycle, it's likely an experience you've never forgotten. The skill remains with you today. When was your last corporate training program? How much of what was learnt is actively applied in your business today? Are all that remains the workshop manuals left on your shelf?

Our programs are initiatives that last. They encourage new ways of thinking. They open up ways to create extraordinary achievements. We believe individual behavior and attitude contribute significantly to the overall excellence of your organization. So we focus on what really matters.

Our unique methodology of combining experiential, instructional and discovery learning, and supported by modern coaching technology, creates powerful shifts in attitudes and behavior that will encourage sustainable change in your organization. These changes make an impact on results where it matters.

In our programs, you can expect an extensive use of case studies, debriefing, dyads, facilitated coaching, feedback, games and activities, group discussions, lectures, psychodramas, simulations, story-telling and structured instruments.

FRAMEWORK AND IMPLEMENTATION

Our unique experiential framework and implementation empowers you to:

- Apply practical negotiation skills to conduct win-win negotiations
- Build and strengthen customers' relationship with professionalism
- Connect with the origins of your negotiation behaviors and remove limiting beliefs about negotiation
- Develop your personal unique negotiation style with depth and flexibility
- Employ effective communication skills to different types of negotiators
- Enhance listening skills and powerful non-verbal skills
- Gain commitment and agreement with less effort
- Identify key personality differences between a good and a bad negotiator
- Know the different strategies to employ in buying or selling negotiations

- Negotiate your point persuasively and overcome buyer tactics effectively
- Understand and employ the negotiation process effectively
- Use a potent mix of influence and persuasion in negotiation

COURSE CONTENTS

Day 1:

Module 1: Overview

- Selling vs negotiating
- Objection handling vs negotiation
- Definition of negotiation
- Expectations and challenges
- The negotiation process

Module 2: Preparation

- Stages of negotiation
- 3 key objectives
- ZOPA and NOPA
- The 5 Critical Information
- Managing perspectives

Module 3: Variables

- Definition of variables
- Our Get and Give variables
- Defining values
- Identifying customer Get variables
- Prioritizing tradeable variables

Module 4: Power In Negotiation

- Assessing power
- 5 Power Factors
- Negotiation planning tools
- Creating width
- Using a Move Plan to provide depth

Day 2:

Module 5: Explore

- Understand the context for negotiation
- Looking for ZOPA and NOPA
- Developing BATNAs
- Listening and questioning
- Identifying needs and priorities

Module 6: Propose

- Anchoring
- Managing expectations
- Defining objectives
- Breakpoints, Stretch Targets and Great Deals
- Move Plan

Module 7: Shark Attacks

- Buyer tactics
- Neutralizing techniques
- Countering tactics with seller defence
- The 3F
- Offensive defensive

Module 8: Agree

- Reaching an agreement
- Summarizing, confirming and re-confirming
- GEAR execution
- The Law Of Constant Change
- Follow-up