



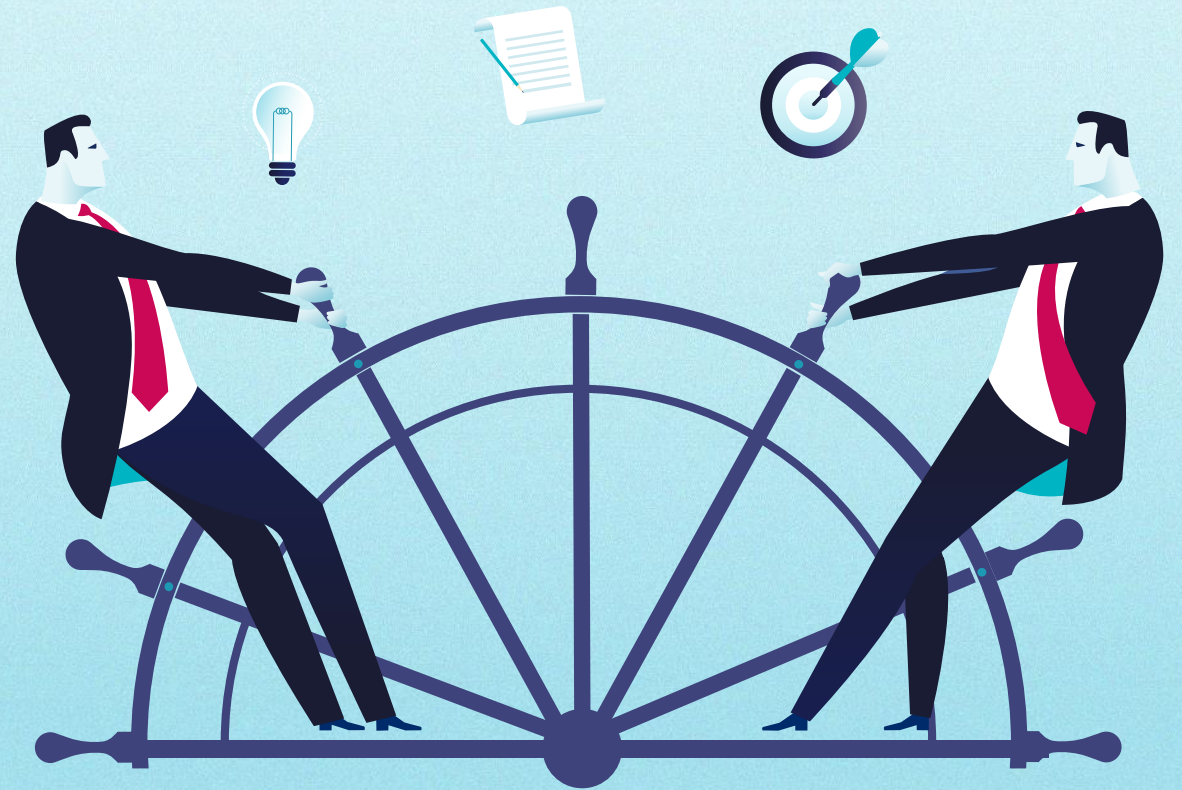
In-Class

Principled Negotiation Skills for Businesses

Price
\$780

Duration
2-Days

Level
Open-Entry



[Web Course Page](#) | →

→ About this Course

Most people are uncomfortable negotiating. They are afraid of losing and being critically judged. They do not believe they will achieve a good result. They are easily intimidated. They are afraid to make demands, to reject a proposal, or to appear difficult in the eyes of the other party. This is understandable, because negotiation is widely seen as a serious business. A successful negotiation requires thorough preparation: gathering information, identifying interests and currencies, and creating options.

It also requires an understanding of negotiating power, timing, tactics, and counter-tactics. Finally, successful negotiators must know how to guarantee they will not lose by developing a strong Plan B. This practical and interactive two-day workshop and focuses on understanding the negotiation process, preparing for negotiation, and developing a framework for negotiating win-win outcomes with customers, vendors, and partners as part of a long-term relationship.

What are the key takeaways I can readily apply?



Understand power dynamics, framing, and how to overcome cognitive biases present in every negotiation.



Learn how to use an eight-step template to systematically prepare for any negotiation.



How to create and leverage value to maximize your results.



Understand what the best negotiators do differently than the rest.

...and more.

→ Who is this course for

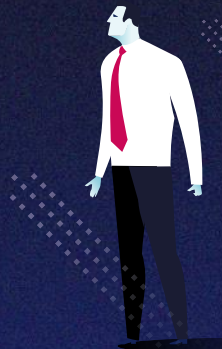
Anyone whose work requires them to negotiate with and influence others.



David Goldwich

David Goldwich, the Persuasion Doctor, teaches people how to become more influential, compelling, and irresistibly persuasive as they share their message with the world. He has MBA and JD degrees and practiced law in the United States for more than ten years, arguing before judges and political, government, and community bodies. He knows how to persuade the toughest audiences.

Download Profile



→ Day 1

The Process

Negotiation is a process, not just bargaining or give-and-take. Understanding the four stages of negotiation and the basic concepts behind it is essential to achieving a successful agreement. We also explore the keys to attaining the elusive win-win outcome, including how to create and leverage value.

The Basics

You will learn some fundamental negotiating techniques and truly understand how they make or break your performance. You will have an opportunity to apply them in a simulated negotiation, and gain perspective into your baseline negotiating style.

- Negotiating styles
- Anchors
- Offers and counteroffers — who goes first?
- Offering and demanding concessions

The Power

We examine the major sources of negotiating power, how to use the power you have (even if you don't think you have much!) and get more, and how to gauge your counterpart's negotiating power. We also identify some common negotiating biases and psychological traps and how to avoid them.

- Traditional types of negotiating power
- Information
- Timing and deadlines
- psychology of negotiation: Perception, framing and cognitive biases

→ Day 2

The Template

Negotiations are largely won or lost in the preparation stage, before you even begin a discussion with your counterpart. You will learn how to use an eight-step template to systematically prepare for any negotiation.

- Interests vs. positions
- Currencies
- Options and Plan B
- Rationale
- Communication and Relationship

The Tactics

While tactics may seem unnecessary to an enlightened negotiator, there are two reasons why you must understand how they work: your counterpart may use them and you will have to defend against them, and some tactics are expected as part of the game! We will use role plays to demonstrate some common negotiating tactics and the corresponding counter-tactics.

The Extras

The best negotiators have more than a basic level of skill. We will examine some more advanced negotiating concepts, behaviours and techniques to take you to the next level. You will have the chance to put it all together in a final negotiation simulation.

The Eleven Commandments of Negotiation

A review of some of the most critical topics covered, as well as a few new ones.

→ Method of learning

- Mini-lectures
- Quizzes
- Various Individual and Group exercises
- Q&A

→ Any Prerequisites?

None.





We look forward to hearing from you.

Register



Impress Training Pte Ltd.

8 Burn Road,
#04-11/12, Trivex,
Singapore 369977

T. (+65) 6636 9772

M. (+65) 9850 9058

E. mail@impresstraining.com

W. impresstraining.com

David is able to use simple and relatable instruction to effectively convey and drive home the essential points.



Alex Hun, Senior Consultant, IDA



The negotiation workshop is really interesting and engaging. I benefited a lot from the workshop.

Sherry Seah, Mapletree Investments

