

# Negotiation Techniques

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## Duration

2 days / 3 days

## Public

Each person implied in a negotiation, main negotiator, advisor ...

## Objectives

- To learn useful techniques and attitudes to adopt in order to negotiate successfully
- To provide participants with a structure and concrete methods to put in practice immediately, in order to carry out negotiations and bring them to a successful conclusion
- To help participants get prepared and to put a real strategic approach in place
- To help them discover the true motivation of the negotiating partner and anticipate their reactions
- To make them aware of the “game” of negotiation
- To guide them towards an adequate reaction under all circumstances
- To make them sensitive to avoid making the classic mistakes while negotiating

## Program

- Basic phases and classic negotiation “rituals”
- How to react to psychological “warfare” during negotiation
- Ground rules for negotiation; pitfalls to avoid
- Practical exercises
- How to prepare the negotiation
  - Analyse everyone’s strengths and weaknesses
  - Work out a strategy
  - Possible angles of attack
  - Determine your positions for attack and reply, and withdrawal
- Attitudes and behaviour to develop during negotiation
  - Create the adequate environment
  - Assertiveness
  - Empathy
  - The “win-win” concept
  - Verbal and non-verbal behaviour

- Videotaped roll-play
- Analysis of the negotiator's motivation
  - Characteristics, motivations and decision criteria of the different profiles of negotiators
  - Techniques to analyse the partner
    - The art of asking the right questions
    - Active listening
    - Feed-back
    - Observation
  - Videotaped roll-play
- Persuasion and argumentation
  - Rational and emotional reactions
  - Convincing arguments
  - Adapt one's approach and argumentation to the profile of the negotiator
  - Transform characteristics into advantages
  - Priorities in the presentation of the arguments
  - Techniques to involve the negotiator in the argumentation
  - Videotaped roll-play
- Responding efficiently to objections
  - Different types of objections
  - How to respond to these objections
  - Pitfalls to avoid
  - Practical exercises
- Giving concessions and obtaining concessions
- Searching for creative alternatives
- Closing techniques
  - When to close
  - How to close
  - Long term agreements
- Summary and conclusions

## Methodology

Presentation of the main mechanisms, alternation of theoretical concepts and exercises which can be transposed to everyone's reality. Analysis of real cases brought by the participants.