

## PROFESSIONAL NEGOTIATION SKILLS

A course that will ensure that you never pay too much, settle for too little or give in too soon!

### COURSE CONTENT

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We are in negotiations every day, perhaps many times a day. Problem is we don't see these events as negotiations. For us they appear non-negotiable. The consequence can be increased stress. We can often feel like a small cog in a large mechanism – "What can I do?" We say.

When faced with a 'formal' negotiation our perceived helplessness (and lack of practise) immediately work against us. In addition, most of us have seen negotiations on television; you know, the 2 minute versions of "horse trading", one person starts at a price, which the other halves – they do this for a few moments and agree a compromise. Negotiation done! That's like fishing, isn't it? Put the hook on the line, bait the hook with a worm, throw it in, wait two minutes, reel it in and see if anything is on the end. Angling is a skill learned through practise; in both catching fish and winning negotiations. Both require good understanding of their objective and the methods which result in success.

In this training seminar Benson & Company will show you (and your colleagues) how to develop the skills that enable you to understand and explore the perspective and positions of those you are negotiating with. And, to understand your own perspective or position; then to work out a solution that works for all parties – rarely a two minute process, much more like a nights fishing.

Just Some of the Key Elements:

- **How to avoid the 4 main mistakes amateurs make.** These are easy to correct and fun to practise at work, at home, in the shops, anywhere. As you do, not only will you stop making these mistakes, but you will benefit from much better negotiation outcomes.
- **Is it possible to negotiate in "non-negotiable" situations** (and

get a better deal)? Yes! This is how you can. At the same time your general negotiation skills are improving, you will be getting better results with people.

- **What to learn about your counterpart and their organisation before the negotiation begins.** Put a very large star by this one. You do not "negotiate" without this knowledge, you merely compromise.
- **The number one reason negotiations break down and how to side-step it.** Once this is clear in your mind the true value of your negotiation becomes apparent. When this is understood, side stepping this problem is simple.
- **How do you develop "Win/Win" outcomes?** How do you get your negotiating counterpart to do business with you again and again?
- **How to break through conventional thinking and develop creative solutions.** Conventional thinking is one of the biggest hurdles that most people face. Effective, enduring negotiations require fresh thinking. Experience a fun method; you can use anytime, to expand your creativity.
- **Creating an environment that encourages co-operation and trust.** Professional negotiators use the physical environment and the interrelationship with their counterpart(s) as part of the negotiation. Learn what they know.
- **What are your priorities? What is your bottom line?** When do you make it clear? Are you really prepared for this negotiation? Without these three you are not. Do the answers to these three questions really quantify your position?
- **Making sure your agreement sticks.** A lot of time and effort goes into a truly effective negotiation – a professional knows how to make it stick.

Like it or not, realise it or not, you do negotiate every day – in your business and your personal life. The question isn't whether you are a negotiator or not, but how good your current negotiation skills are? In this program we will outline how to buy for less, sell for more and get the best possible terms - and have the person you negotiated with come back for more! This programme is valuable training for anyone in your organisation.



## THE BEST PRINCIPLES OF Negotiation in Action

### CONTENT CONTINUED...

- **Do you have a game plan?** How your preparatory thinking becomes a concrete game plan, yet still retains flexible enough to ensure your success.
- **How to develop co-operation rather than competition in any situation.** This may look or feel impossible, at first. However, with practise, your growing skills will include this important ability.
- **How to recognise and counteract pressure tactics:** including intimidation, manipulation, bluffing and false deadlines. You will know how to test, quantify and qualify any of these. You will learn how to not get in.
- **The difference between selling ideas and negotiating solutions.** Ideas are great – but they are ten a penny and tend to vanish in the mist. A good negotiation is a mutually agreed resolution with dependability. Learn how to make it concrete.
- **How do you harness the proven principles of negotiation techniques?** Negotiation is a form of higher communication – are there times when you are communicating, when you could be negotiating? What might be the outcome?
- **How can you be flexible and co-operative, whilst maintaining your position?** How do you obtain negotiation clarity within your team and between your team and theirs?
- **And Much, Much More...**

You will learn when to negotiate for a better deal, how to prepare by thinking through your position and assessing your counterpart, how to find solutions to setbacks, obstacles and deadlocks. By the end of this programme you will be better equipped to get the best price, service and terms possible. You negotiate each and every day. Why not get good at it?

*"[The trainer] contacted the Training Manager in advance of the course to find out exactly what our objectives were and what outcomes we were hoping to achieve."* **The Royal Bournemouth and Christchurch Hospitals NHS Trust**

*"On the day, [the trainer] attended in plenty of time to set up, to introduce himself, and to chat some more about what he would be doing. [He] met my expectations in terms of the energy and stimulation that I had expected, and he worked his way through the workbook exactly as we had agreed... stressing the parts that we had agreed were important. It was clear that [he] was knowledgeable on the subject, and his presentation style was such that he kept ones attention throughout the day...I would have no hesitation in recommending [him] as a trainer, and would be happy to use him again in the future".* **Borough Council of Kings Lynn & West Norfolk**

Our consultants and trainers are extremely experienced and talented professionals. We can create a program covering other topic areas that you may want to explore. Please contact us at [info@bensonandcompany.net](mailto:info@bensonandcompany.net) for more information about any of these or the following:

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|--------------------------------------------------------|---------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Time Management               | <input type="checkbox"/> Project Management | <input type="checkbox"/> Communication Skills   |
| <input type="checkbox"/> Dealing with Difficult People | <input type="checkbox"/> Stress Management  | <input type="checkbox"/> Presentation Skills    |
| <input type="checkbox"/> Leadership Skills             | <input type="checkbox"/> Supervisory Skills | <input type="checkbox"/> Personal Assertiveness |
| <input type="checkbox"/> Team Building                 | <input type="checkbox"/> Customer Service   |                                                 |

If you would like additional information on Benson & Company Key-note and Business Speaking services, call or email us at the address below.



John Lewis



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