

NEGOTIATION MASTER CLASS

Introduction

There can be few people not prepared to admit that much of the world is gripped by an uncertain economic climate. For organisations to survive and grow, they need to address three key issues:

- **Reduce expenditure**
- **Increase profitability**
- **Optimise performance**



Of course, these apply at all times but even more so now. This programme, created and delivered by an international specialist in the art and science of successful negotiation, will take participants through the process step by step with practical examples, case studies and opportunities to apply new learning to specific markets.

Who should attend?

The simple fact is that negotiating is a part of everyday life for just about every adult on the planet. So, with that in mind, this Master Class will be suited to anyone in a business environment from the CEO down. Past participants in our negotiating programmes include:

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|--|---------------------------------------|
| Directors at every level of seniority and experience | Entrepreneurs |
| Managers across all functions | Sales people |
| Small business owners | HR professionals |
| Professional buyers | Healthcare professionals and Managers |
| Financial Services professionals | |

The list could go on and we're sure you will agree that its a very divers list.

Learning outcomes

The specific learning outcomes for this Master Class are that every participant, by the end of the two days will have had the opportunity to:

- Understand what negotiating is and when it happens
- Explore the key skills for successful negotiating – and compare them with their own
- Develop a range of new skills for use in negotiating – in any setting
- Practice their new skills with supportive feedback
- Prepared a six-part action plan before leaving the workshop

What will you learn?

Day One – first get the right foundation

Any successful negotiator will tell you that the success, or failure, of the process usually occurs before the two (or more) parties ever meet face to face. So, we devote the first day to building our success foundation.

Session One – modelling the best of the best

The skills and qualities of a “master negotiator”
Golden rules for ensuring you succeed

Session Two – Negotiation is stressful!

Understanding the stress response
Understanding and dealing with your emotional state

Session Three – Negotiators communicate

Understanding, and using, body language
The unconscious process of communication – and how it can mess things up for us
Load your language – how words can change minds

Session Four – Plan to win/win

The Harvard Negotiation Model and how to use it
Planning the strategy and tactics – step by step guide to building a successful negotiation
Workshop – group project using a real negotiation case study

Session Five – personal action planning

Training is a waste of time and money if you don’t do something differently because you were here. Your commitment to yourself begins right here.

Day Two – now build your success

Having built our foundation, its now time to erect our success in the negotiation room. Day two will be highly practical and include all the elements of advanced negotiation success.

Session One – seven steps to success

Breaking the process down into simple steps that work

Session Two – not everybody plays fair

Dealing with the “dirty tricks” negotiator – what they do and what you can do about it

Session Three – step by step

Workshop in groups to negotiate, using a case study, step by step to success with coaching provided throughout by your course leader
Analysing what you learned as a team and as individuals

Session Four – When it breaks down

How to act when it begins to go wrong – and it often does
Personalities and their effect for better and for worse
Dealing with conflict
The Power Balance – how get it and what to do with it

Session Five – putting it all into action

Workshop in groups to manage the entire process from planning to agreement – or not!

Session Six – Use it or lose it!

Personal action planning for when participants go back into the workplace environment

Conclusion

It is our firm belief that the investment in time, energy and money devoted to attending this programme should be rewarded by seeing real results back in the workplace. For this reason, we ask every participant to commit, in writing, to making at least six specific changes to the way they work as a direct result of participating.

How will you learn?

The master Class leader, Ralph Watson, is a leading specialist in negotiating, having provided negotiating consultancy services at the very highest levels on an international basis. He is also reputed to be one of the most effective trainers in the world. Ralph will use a range of methods, including:

- Instruction
- Discussion and debate
- Individual and group exercises
- Case study projects
- Open question sessions

His skill with accelerated learning, humour and forthright, yet supportive feedback will ensure a fast paced and enjoyable experience that is an excellent crucible for learning.

We specialise in working with smaller groups and demand is always high

**So, begin your journey to success as a Master Negotiator and
contact us today:**

telephone **0844 357 2865**

or

e-mail **info@dynamic-communication.com**