

Assertive Negotiating Skills



A Practical Course for **Effective Negotiating**

For professional people negotiating is part of life as knowingly or unknowingly we negotiate almost every day. In the modern global business environment the expanding range of situations requiring negotiation – winning contracts, procurement, developing joint ventures and resolving internal and external conflicts to name but a few – dictate that that effective negotiating skills are a must for most employees. Employees who are able to successfully negotiate on a global scale are vital to the success of an organization and are valuable resources.

Successful negotiators possess many important characteristics, including empathy, pro-activity and pragmatism. They must also be able to identify both their own and their counter-part's interests, needs and wants. A strong, effective negotiator must be able to separate emotions from the bargaining table. In the modern business world aiming for **positional bargaining** (win – lose) is not enough especially in resolving conflict. The best negotiators will aim for **principled negotiation** (win-win) as such outcomes allow both parties to achieve an outcome allowing the development of long-lasting relationships. Understanding all of these factors, particularly when complicated by the necessity to use a second language, is daunting yet vital.

The **Effective Negotiating** course is designed to improve all of the participants negotiating skills. It trains them how to be assertive but also diplomatic. The course starts with effective preparation techniques then looks at the different styles of negotiating such as sales negotiations and resolving conflict. The course illustrates the “**7 key elements**” of successful negotiations with a lot of time spent on actual practice. The course also builds participants language skills and confidence. The course is designed to give all participants the opportunity to actively communicate and develop their abilities in a supportive, functional and stimulating atmosphere.

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Course Outline

Introduction / Course Outline / Effective negotiation styles / Types of negotiations

Preparation / Needs, Wants & Interests / Opening statements / Building rapport

Getting what you can / Bargaining / Making concessions / Accepting & Confirming / Summarizing and looking ahead

Conflict in negotiations / dealing with conflict / Accepting & Rejecting / Ending the negotiation

Assertiveness / Explaining Diplomatically / Creating a win – win situation

Language Development / Review of relevant terminology / Useful grammar / Vocabulary

Student assessment / final negotiation role-plays & scenarios

The **Effective Negotiating** course is generally conducted over an 8 to 10 week period, with a 90-minute lesson being held once a week. Although negotiating theory is studied throughout the course, it has been designed to be very hands on and participants are expected to take part in regular negotiation practice by using industry related case studies and role-plays. The negotiation role-plays become progressively more complex giving the students the opportunity to challenge and push themselves. The final negotiating exercise will be done as a group and all participants will be assessed followed by productive feedback. The course is designed to give all participants the opportunity to actively communicate and develop their abilities in a supportive, functional and stimulating atmosphere.

Course structure can be altered depending on amount of students and language levels

