



Webinar Events
live & interactive

GBC *learning*



Negotiation Skills

Delivered as: Interactive Workshop or Tutor-led Webinar

Live and interactive with exercises, discussion and actions to take away

Suitable for: Anyone who wants to improve their negotiating skills and outcomes. What you learn will give you a confident approach whether you're looking for the best possible deal, building stronger relationships, or a balance of both. Negotiation is a true life-skill, and the techniques and tips you'll acquire can be applied every day of your life, in almost all interactions and circumstances. And they can be enjoyable, motivating, and rewarding.

By the end of the course you will be able to:

- Positively adjust your mindset to achieve optimum results
- Prepare and plan before you negotiate
- Evaluate the relative strengths and benefits of both side's position
- Manage the negotiation to build perceived - and actual - mutual advantage
- Understand your own negotiating style, and how to improve and refine your skills
- Use effective tactics to gain traction, credibility, and secure productive outcomes
- Understand how value is perceived and measured
- Modify your own communication style to your own advantage

Module 1: Principles, Planning, and Skills

- How do we define 'negotiation'?
- How can we reach satisfying agreements?
- What typifies successful negotiations?
- Quick Negotiation Quiz, to help determine your preferred negotiating style
- Understanding your own negotiating style and approach
- The Four S's: Style, Strategy, Structure and Skills □ Devising your game-plan for a successful negotiation □ Balancing your desired outcome: Results or Relationship?
- Cost and Value. Features and Benefits
- Managing costs, pricing, and variables

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Successful Negotiations in Practice

- Feedback from activity since previous module
- Questioning and Listening skills. Conversational Management
- Gaining agreement and key closing techniques
- Tactics you can use. Tactics you can expect, and how to overcome
- Managing 'objections' and reducing resistance
- Adapting your style for effective negotiation
- Advanced tips and techniques
- Practical role-plays (time and numbers allowing)

Post course:

Action Planning tool to focus on the changes you want to make and how to make them stick.

Ask about post-course 30–60 minute coaching session with Craig to review action plan progress

For more information or to book please call **020 7256 6668** or email enquiries@gbclearning.co.uk