



Professional Negotiation Skills

Who Should Attend?

This module is for those in a sales, management or buying role who would be directly involved in sales negotiations.

The Key Outputs:

A clearly defined and efficient negotiation process.
A series of highly effective negotiation tools.
A defined framework for improving the returns on commercial agreements.

The Schedule

13th – 14th March 2012
9th – 10th October 2012

Kettering Park Hotel
Kettering Park Hotel

The Investment

£975 + VAT

(Excludes hotel costs)

The Agenda *(2 Days)*

Introduction and Objectives

Setting the objectives for the participants.

The Negotiation Process

Defining negotiation and setting out the various stages of the negotiation process.

The Preparation Phase

How to analyse the components of your offer. Identifying the strengths and weaknesses on both sides.

The Discussion Phase

How to evaluate the components of your offer in relation to the other sides requirements.

The Proposing Phase

How to put forward your options in line with your original objectives.

The Bargaining Phase

How to trade the variable components in your offer in order to achieve the best outcome.

Agreeing to agree

How to ensure that both sides are committed to the agreement.

Personal Action Planning

How to implement the key learning points.