

Negotiating

2 Days

While this course is designed for experienced sales people, we often find non-sales people attend because the process is so well defined that it works in all situations. The course covers skills, processes and tactics of negotiating so that you can develop win/win agreements and build strong relationships to generate ongoing business.

WORLD CLASS TRAINING

Negotiations come at various levels. Each step in a sale or purchase might be a negotiation. Negotiations also occur between managers and unions and their staff (without their unions).

You will experience the challenges and pressures of negotiation from 'both sides of the table'. You will examine buyers' perspectives; how they prepare, purchasing policies, the language they use and their '10 Commandments', giving valuable insight into how they approach negotiations.

You will leave equipped to plan your strategy, execute it effectively and conclude a deal without giving away your profit.

LEARNING OUTCOMES

At the conclusion of this workshop, participants will be expected to:

- Understand how often we all negotiate and the benefits of good negotiation skills.
- Recognise the importance of preparing for the negotiation process, regardless of the circumstances.
- Identify the various negotiation styles, their advantages and disadvantages.
- Develop strategies for dealing with tough or unfair tactics.
- Gain skill in developing alternatives and recognising options.
- Have the opportunity to practice the “how to” of these skills in a supportive environment.

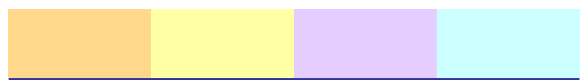
WHO WILL BENEFIT

Anyone who has to conduct negotiations.

Although the course is principally designed for Salespeople, Buyers, Sales Managers and Key Account Executives, it is equally suitable for any other executives (e.g. Accountants) who are involved in commercial negotiating.

<i>Negotiating</i>	1	2	3	4	5
Preparing for a Negotiation					
Negotiating for Mutual Gain					
Positional Bargaining					
Overcoming Negotiating Challenges					
Dealing with Negative Emotions					
Stages of Negotiation					
Purchasing Policy					
Using Relationships to Sell					
Buyer Power in Negotiation					
Sources of Influence in Negotiation					
Financial Principles in Negotiation					
Negotiating Strategies and Tactics					
Negotiation Sequence					

- 1 Little or no experience
- 2 Some background knowledge only
- 3 Able but takes some thought and thus is not used often
- 4 Able but could refresh knowledge and skills
- 5 Mastered and could teach others



CONTACT

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TOPICS

- Selling And Negotiation
- What's the difference?
- The Negotiating Sequence
- Phase 1: Before the Negotiation
- Phase 2: During the Negotiation
- Phase 3: After the Negotiation
- Tradeable Variables
- Tradeable Variable Strategy
- Trading Variables
- Negotiating in Three Dimensions
- Tactics, Deal Design and
- Set-Up
- Who Really Matters?
- Negotiation Conventio
- Eight Sources of Power
- Rules of Power
- Deception Theory
- Your Negotiation Style
- Behavioural Styles and Negotiation
- Barriers to Successful Negotiation
- Common Tactics And How to Manage
- Them
- Beginning Tactics
- Middle Tactics
- Ending Tactics
- Negotiating on Price
- Believe In Yourself
- Dealing With Discount
- Make the first move - a strategic choice

"I sent one of my account execs to this course. Since completing the course, I have seen a significant improvement in his sales figures and in his confidence in a situation where he needs to win the business."
- G.P, ADT Security.

Registration Form

Course	Negotiating
Delegate	Name:
	Phone/Mobile:
	Email:
Manager	Name:
	Phone/Mobile:
	Email:
Company	Company Name:
	Address:
	State/Post Code:
	Authorising Exec Name:
	Signature:
	Phone/Mobile:

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