



WIN-WIN Negotiation

Overview

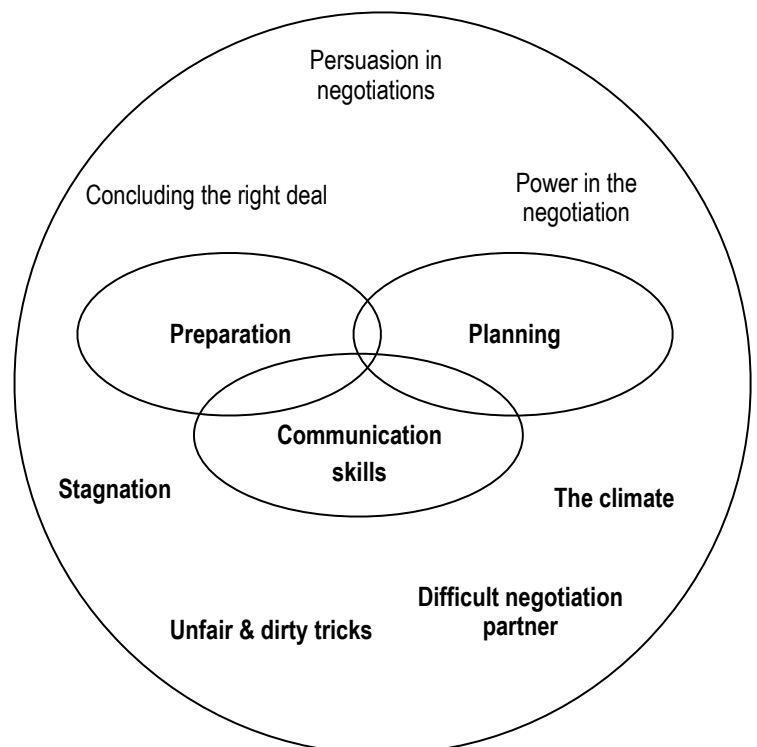
Negotiating is both a difficult and an interesting process. Success and frustration are both never far away. To be successful in negotiations requires stress resistant, flexible and persistent negotiators

with an excellent knowledge of the services, products and the market situation.

However, this alone is not enough! What good does the best preparation, the most proficient planning do if the negotiators behave **improper** during the negotiation? Knowledge and structured thinking are important pre-requisites for negotiations, but they alone will not ensure your success!

Program content

The negotiation process is complex. At any given time a multitude of factors need to be observed. The illustration shows the interdependencies and at the same time reveals the contents of the program.



The **3 central elements** of the program are:

1. Preparation

- setting objectives and fallbacks (yours and theirs)
- define negotiable issues, priorities and limits; define the mandate
- determine the cost of concessions

2. Planning

- evaluation of the own strengths and weaknesses as well as the balance of power
- planning for options and how to bargain and persuade
- long-term success versus short term success

3. Communication skills

- the CA®-model for your communicative success
- persuasion, power, bargaining
- overcoming difficult situations (dead locks) in negotiations
- successful outcomes

Key objectives

At the end of the course the participants will be able to:

- distinguish between integrative and distributive negotiating and apply both appropriately according to the situation
- recognize own and others' communicative behaviors and apply them for more persuasive power
- prepare and plan their negotiations systematically, flexibly and effectively
 - to plan professionally for options
 - to bargain for concessions effectively
- practice their own negotiation skills intensively in small groups and receive detailed feedback (incl. video- and computer based analysis)
- have the necessary tools to face their next real-life negotiation with confidence