

3 Day Seminar

Mastery in Business
Negotiation!



EXTRAORDINARY TIMES CALL FOR EXTRAORDINARY TRAININGS!®

Mastery in Business Negotiation!

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*“You do not get what
you deserve, you get
what you negotiate.”*

-Chester L. Karras

The ability to negotiate effectively is a vital skill in business and everyday life. Whether you want to negotiate a business deal, a pay rise - or the price of a new house or car, ***Mastery in Business Negotiation!*** shows you how to get a better deal every time - and avoid costly mistakes...

Mastery in Business Negotiation! covers the entire
negotiation spectrum

Best of all, it will take you or your team through an interactive accelerated learning experience that will help you master the skills in just two days, and you'll begin using them on day three. The seminar is comprehensive, yet concise and to-the-point. You will learn:

- How to effectively negotiate
- How to influence people
- How to debate
- How to get out of 'sticky situations'
- How to bargain
- How to write appropriate proposals
- How to reach an agreement

Mastery in Business Negotiation! is an effective and popular program for executives, sales professionals, managers, attorneys, and all others who often need to negotiate solutions.

Sure, you'll learn some shortcuts and some easy negotiation tricks. But you'll also gain deeper insight into how the person across the table thinks, assumes, and reacts. And you'll gain the benefit of proven techniques to effectively deal with every phase of the negotiation process.

Besides you will gain insight into the psychological power of persuasion and the most effective tools of influence.

This seminar is fully customisable
to your organization needs!

Influence
Determination
Success
Direction
Effectiveness

Mastery in Business Negotiation!



Format

This isn't a sit-back-and-listen program. You'll be put to the test in various scenarios, using different techniques, and gaining poise and confidence at every turn.

You'll need to arrive ready to flex your intellectual muscle! We use high impact visuals, audio and interactive activities that will deepen the impact and make the transfer of knowledge more powerful and long lasting.

If desired *actual scenario* simulations can be created as a way of practicing for real negotiating situations.

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What does the seminar cover?

- **How to prepare for a negotiation:** This section helps you define the issues underneath the table; the make-or-break expectations that must be met before success is possible. You'll use effective--but unobtrusive--probing methods, contingency plans, and "what if" scenarios to craft a solid strategy before the negotiating begins.
- **Creative thinking:** How to create a "win" when all appears lost. In this section, you'll use case studies to convert dilemmas into win-win solutions. Using out-of-the-box thinking, you'll exercise your ability to quickly recover from sticky situations and put derailed negotiations back on track.
- **Self Awareness:** What you need to do to adapt your negotiation style. You'll begin with a self-assessment to measure your natural negotiating style. From there, you'll learn styles appropriate for different scenarios. Just as importantly, you'll learn how others tend to negotiate, and you'll discover the hidden meaning behind their approach.
- **Assertiveness:** You'll discover how to be assertive without being demanding. You'll ensure that your viewpoint isn't simply stated; it's actually understood and respected by your negotiating partner. By mastering the three types of assertiveness, and choosing the correct type at the right time, you'll avoid being steamrolled, and you'll avoid coming across as imperious.
- **Questioning Techniques:** How to get past the superficial issues to pinpoint the deal-makers. Without good questioning, you can give away the farm on every conceivable issue, and still fail to create a win-win conclusion. There's something else on your opponent's mind, but he's never clarified it, perhaps not even to himself. You'll practice the six types of questioning, used to dig-up the buried treasure.
- **How and when to declare success:** You'll learn how to bring continuous-loop negotiations to a conclusion, how to avoid open-ended scenarios, and how to walk-away from fruitless negotiations without slamming the door on future possibilities. You'll learn proven techniques for this vital step in the negotiation process.

The truth is **we negotiate all the time!** Asking for a raise, working out contract parameters like cost, delivery date and specifications, creating a team agreement - all these efforts involve persuading others to work *with* us instead of *against* us.

Mastery in Business Negotiation! helps you gain more skill and more confidence. It takes the pain out of negotiating and makes it profitable and fun. Customized to your company's needs and highly interactive with case studies and role plays, **Mastery in Business Negotiation!** is learning at its best!

Mastery in Business Negotiation! workshop can be held at your facility or at an off-site location for groups of various sizes. *Entertraining Etc* also offers this seminar to individuals on an Open Seminar basis. For further information & questions or to schedule your participation you can contact us at:

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