



## 1 COURSE OUTLINE

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| Course:        | Negotiation Training for Business Professionals |
| Contact Hours: | 12 Contact Hours                                |
| Pre-requisite: | None  |

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### 1.1 Abstract

In this Negotiation Skills Training course you will learn the theory and get the opportunity to apply it to scenarios that suit your specific needs. Learn key skills like how to lay the groundwork for a successful negotiation outcome, choosing preferred locations, identifying the key points you're willing to concede and when to walk away from the bargaining table.

### 1.2 Target Audience

The course is designed for individuals who wish to improve their negotiation skills in acquiring their needs and wants as part of everyday life.

### 1.3 Learning Outcomes

- Understand different negotiation styles and when to apply them
- Understand the dominant negotiation strategies of competition and collaboration
- Apply the principles of BATNA when preparing to negotiate
- Apply the negotiation process and understand the basis of 'principled' negotiation
- Discover the difference between interests, issues and positions
- Explore the concept of mutual gain
- Know how to bargain and close a negotiation
- Identify the presence and use of ploys in negotiation and how to neutralise them



## **1.4 Topics Covered**

### **Session 1-The What, Why and How of Negotiation**

- Components of Negotiation?
- Is it a panacea for all business situations?
- Distributive Bargaining
- Exercise- Determine the most appropriate Techniques to be used

### **Session 2- Tried and Tested 4 Phased Approach to Negotiation**

- Preparation
- Debate
- Proposal
- Bargain
- Exercise-Write a Proposal Statement

### **Session 3- Styles of Negotiation**

- Negotiators Dilemma
- Red, Blue and Purple Styles
- Exercise- Who are you?

### **Session 4-Streetwise Manipulation**

- Role of Power; is it real or perceived?
- Types of Ploys used in Negotiation; Dominance Ploys, Shaping Ploys, Closing Ploys
- Exercise-Combating a Ploy

### **Session 5- Exogenous Variables**

- Does Personality play a role in Negotiation?
- Does Culture play a role in Negotiation?
- Exercise- Should you learn French to negotiate with a Frenchman?

### **Session 6-Fisher and Ury's Theories**

- 4 Prescriptions of Principled Negotiation
- Contingency Plan- BATNA
- Exercise- Develop your personal BATNA