

## Professional and successful negotiation

Based on the book:

Getting to Yes: Negotiating Agreement Without Giving In  
By Roger Fisher, William Ury and Bruce Patton

### Target group

Executive managers, consultants and key employees in charge of important negotiations

### Background

To negotiate successfully means: being assertive as well as fair with your partner. The goal is to find a solution which creates a win-win situation. It also means the ability to use methods in order to convince the client in a logical and psychological manner.

### Objectives

The participants learn how to prevent unnecessary tensions by communicating based on facts. In this way they will learn and apply the possibilities which make negotiations successful.

### Topics

- Negotiation – Defining the term
- Using six principals of issue-related negotiations
- Meeting factual- and relationship problems
- Options as choices
- Working with appraisal factors
- Having best alternatives
- Finding clear commitment
- Understanding Your personal negotiation style
- Analysing calls and negotiations
- Distinguishing between results of weak and strong conduct negotiations
- Achieving win-win solutions that fit both parties interests and needs
- Managing limits or negotiation lines
- Managing difficult parties

### Techniques

- Workshop
- Case Studies
- Role Play

### Duration

- Two days

### **Benefit for the Participants**

- They negotiate on value not just price
- They will achieve win-win solutions that fit both parties' interests and needs
- They can anticipate challenging situations to overcome difficult negotiating scenarios
- They will learn how to focus on interests instead of positions

### **Benefits for the Company**

- The profitability will increase by reducing the amount of money left in negotiations
- Gain long-term stability from strengthened business relationships
- Developing your sales people that they are more professional and get better results