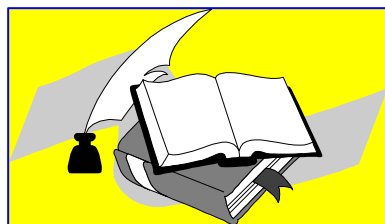


# **Effective Negotiation Skills Workbook**



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# Effective Negotiation Skills Workshop

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This programme has been designed and is being delivered by :-

DELTA Group  
Rain Trees House  
106 Dunyeats Road  
Broadstone  
Dorset  
BH18 8AN

E mail :- [specsavers@deltagroup.co.uk](mailto:specsavers@deltagroup.co.uk)

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# Aims, Objectives and Session details



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# Effective Negotiation Skills

## Overview

Whether it's obtaining resources for a project, funding a new initiative or establishing a supply chain for a new product or service, negotiation is inevitably at the heart of the process. But few people understand the structures, techniques and approaches available to them as they seek to positively influence an outcome.

Sales and other people need to be effective at negotiating whether that be with providers, colleagues or if they negotiate with professional buyers. What strategies and actions can you deploy to enhance the outcomes of your negotiations with clients, internal departments, colleagues and other stakeholders?

When you are engaged in sales and other negotiations your skill as a negotiator may prevent losses and increase the gains for you and your organisation. In order to achieve this you will look for ways to prepare effectively; understand the needs and interests of all parties; conclude better agreements as a result of being creative and strike deals that deliver more value?











Through a combination of sound theory and practical business negotiation experience the workshop will ensure that you are able to: achieve negotiations that create value; avoid missing opportunities; turn challenging relationships into rewarding relationships and counter negotiation tactics.

## Aim

The workshop will explore what negotiation is and your skills as a negotiator. It will identify the steps of negotiating success and the essential rules of negotiation. You will come away with some top negotiating tips and have had the chance to practice them.

## Objectives

By the end of the workshop individuals will be able to :-

-  Identify situations that are actually negotiations
-  Construct your case convincingly
-  Recognise the stages of negotiation
-  Develop an appropriate strategy to use during a negotiation
-  Plan the content of a negotiation
-  Understand the mysteries of human interaction
-  Identify communication styles people use
-  Adjust your own communication styles to achieve desired results
-  Exhibit knowledge of the principles through applying them to a negotiation situation
-  Use the skills to negotiate successfully towards win/win

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# Effective Negotiation Skills

## Programme

### Introductions

Personal introductions. The approach to this workshop. Personal objectives or needs.

### Introduction to negotiation

Determine when you are in a negotiable situation. Discriminate between the types of negotiations. The importance of taking a win-win approach to negotiation. Identify the primary factors required to establish an agreement. Describe what influences the negotiation process.

### The mysteries of human interaction

How people act in negotiations. A model for conflict. How and why it occurs. Different types of conflict. The spectrum of submission, confidence and domination. Passive, aggressive and assertive behaviours in negotiating. Techniques for assertiveness. Saying what you mean – and meaning what you say!

### Planning your negotiation

Understand the importance of planning. Determine alternatives in a negotiating strategy. The needs of the other party and your own needs. Practice negotiation planning. Apply planning skills to a case study. Taking account of others as well as external factors.

### The challenge of effective negotiation

Using scenarios and real experiences to learn and consider the techniques in work situations. Practice handling agreement and disagreement and different challenging negotiating styles. Establishing support and trust, showing respect, empathy and genuineness.

### Dealing with different situations

Any outstanding issues. Tackling areas of concern in negotiating. Techniques and ideas for negotiating with others. Ensuring an effective result for all parties.

### Review

Evaluation. Action Planning. Outstanding issues.