

**Workshop title: Negotiation Skills**

---

- Aim:** To help sales staff to negotiate profitable and lasting agreements with customers
- Designed for:** Sales staff with limited negotiating experience
- Objectives:** During the workshop, staff will
- learn the principles and stages of negotiation
  - develop skills to evaluate their own and the person's objectives
  - understand the pitfalls of negotiating and action to avoid them
  - identify the different phases in negotiations
  - learn how to achieve a win-win solution
- Method:** This workshop will balance giving information with practical case studies, exercises and actual examples of negotiations provided by the participants
- Content:**
- What is negotiating?**
- \* The roles of and relationship between selling and negotiating
  - \* The characteristics of the key stages in negotiating
  - \* Methods of negotiating
- Skills for negotiating**
- \* The ground rules for negotiating
  - \* Separate the people and the business relationship from the immediate deal
  - \* Communication skills in negotiating
  - \* Objectives, strategy and tactics for negotiating
- The negotiation phases in detail**
- \* Preparation phase: assess all the elements of the negotiation
  - \* The role of opening bids and offers
  - \* Discussion phase: how to test out the temperature
  - \* Proposing phase: how to word propositions clearly
  - \* Concessions: how to trade so everyone wins
  - \* Closing phase: how to agree a worthwhile deal
- Getting a win-win solution**
- \* Case studies -- individual preparation