“Negotiation is a specialist form of communication. It is imperative that we invest in our ability to communicate successfully.”

world of learning Award
winner 2004
Course Overview
‘Individuals often fail in negotiations because they have had no grounding in basic negotiation skills.’

What strategies and actions can you deploy to enhance the outcomes of your negotiations with business clients, suppliers, internal departments, colleagues and other stakeholders? When engaged in negotiations where your skill as a negotiator may prevent losses and increase the gains for you and your organisation, how can you significantly increase your capability to:

- Prepare effectively;
- Understand the needs & interest of all parties;
- Conclude better agreements as a result of being creative; and
- Strike deals that deliver more value?

The Negotiation Academy - Europe has developed an award winning methodology specifically designed to improve your negotiating performance. We call it ‘Negotiating to Win More!’ and it forms the backbone of all our consulting and training engagements.

The ‘Negotiating to Win More!’ methodology is based on a combination of sound academic theory and significant practical business negotiation experience to provide you with a due diligence framework that will ensure that you are able to:

- Move negotiations from claiming value to creating value;
- Avoid leaving value on the table;
- Turn challenging relationships into rewarding relationships;
- Counter negotiation tactics;
- Deploy proven, best practice negotiation tools; and
- Adopt a principle centred, collaborative approach to negotiation.

www.negotiations.com
Key Outcomes
The intensive Negotiation Skills Best Practice workshop has evolved from ongoing local and international research and experience in negotiation skills training. This workshop serves as an introduction to best practice negotiations and will meet the needs of individuals that have some negotiation experience, but do not consider themselves experienced negotiators. The workshop is focused on setting in place principles for the development of robust negotiation skills.

Learning Outcomes
Upon completion of the Negotiation Skills Best Practice Training course you will:

- Understand the reasons why most negotiations fail.
- Be aware of and understand your own negotiation competencies and preferences enabling you to build on your strengths and mitigate your weaknesses.
- Be able to effectively prepare for negotiations.
- Be able to create a negotiation climate that is conducive to the achievement of your negotiation objectives.
- Be able to deploy the basic tools that will lead to improved negotiation outcomes.
- Have your own negotiation skills Personal Development Plan to assist you in further improving your capabilities.
- Move from positions to interests.
- Identify the other party’s needs.
- Learn the critical art of questioning and framing.
- Adopt a formal strategy from preparation and engagement through to debriefing you negotiation engagements.
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THE 4 PILLARS OF 'WHOLE BRAIN' NEGOTIATION

- Cortical
  - Upper Left: value
  - Upper Right: vision
- Limbic
  - Lower Left: process
  - Lower Right: relationship
- Left Brain
- Right Brain
Our Approach
Prior to attending the workshop, all delegates complete an online questionnaire to assist in determining each individual’s negotiation competencies and preferences. This is a critical component that allows us to present each delegate with a Personal Development Plan upon completion of the workshop.

The two day workshop is structured in such a way as to provide delegates every possible opportunity to immediately implement the various negotiation skills, behaviours and principles required. Learning is supported by various negotiation simulations and case studies to ensure maximum impact. On the second day, delegates are filmed during a negotiation simulation and provided with personal feedback which assists in maximising negotiation strengths and mitigating weaknesses. DVD copies of the video taped simulation are posted to all delegates.

Training is delivered by a Senior Consultant and numbers are restricted to approximately 10 delegates to ensure a highly personalised learning experience.

We have received feedback from previous delegates which we would like to share with you:

- ‘Very interactive training with extremely useful methodology overview, profiling and the question framework exercises.’
- ‘Good range of media and use of examples.’
- ‘A good learning experience even for the most experienced of our sales teams.’
- ‘I most enjoyed the interactive element that enabled us to put theory into practice and the diversity of the case studies & methods of teaching.’
- ‘I liked methodology and information relevant to our business. Good interaction in small groups.’
- ‘I enjoyed the atmosphere & style of presentation, really practical.’

www.negotiations.com
Who Should Attend
This 2 day course is aimed at entry level and intermediate level negotiators. The Negotiation Skills Best Practice workshop is appropriate for all people who find themselves in a position where they need to negotiate and persuade to succeed.

Whilst there are pronounced differences in the context and make up of sales negotiations, purchasing negotiations, dispute resolution, international negotiation etc., the principles underlying each are fundamentally shared. As a foundation course, Negotiation Skills Best Practice touches on the aspects that are generic to all successful negotiations across functional disciplines. Therefore, previous delegates have included:

- Account Managers and Sales Professionals
- Purchasing and Procurement Professionals
- Commodity Traders
- Project team members and Project Managers
- HR, IT and Finance Professionals
- Marketing Professionals
- Entrepreneurs
- Labour Union Negotiators

- Conflict Managers and Dispute Mediators
- Government Officials
- Middle and Senior Managers
- Property Consultants
- Journalists
- Business Development Managers
- Independent/Freelance Consultants
- Financial Managers

Agenda Outline
Day 1
- A whole brain approach to negotiation
- Negotiation principles
- Personal negotiation preference profiling
- Negotiation leading practices

Day 2
- Verbal & non verbal communication
- How to create common ground
- How to create a Negotiating to Win More! climate for negotiation
- Using and countering power in negotiations
- The art & science of persuasion
- Videotaped negotiation simulation with personal feedback

* Candidates will engage in negotiation simulations and case studies throughout the workshop to entrench the behaviours and skills advocated.

TNA-Europe’s preparation for the engagement was thorough and ensured that their instructors had a detailed understanding of our business environment and desired key outcomes.’

‘I thought that the course was good. I thought the balance between practical work and theory was about right and I felt that the tutor was reacting to our needs rather than sticking to a prescribed agenda.’

‘I have recommended that this training should be conducted for other departments that deal with our customers. Excellent course to attend.’

‘This was my first course of this kind and I found it very fruitful, enjoyable and interactive.’

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Entry requirements
An employer’s recommendation may be required.

Certification
Upon successful completion of an online post course assessment, successful participants will receive The Negotiation Academy - Europe’s Certificate of Proficiency in Negotiation Skills.

Dates, Cost & Locations for Public Access Seminars
The Negotiation Skills Best Practice Public Access course is 2 days in duration and costs £ 890 + VAT. The course fee includes:

- Pre course online preference profiling
- Books and DVD workshop manual
- Copy of training slides (PDF)
- Catering
- Profile debriefing and individual preference profiling results
- Personal Development Plan

Courses are scheduled to run regularly throughout the year in London, Amsterdam, New York and Los Angeles. For latest dates, venues and information on running the course in an in house format, please get in touch www.negotiationeurope.com call us on +44(0)8451298554 or send us an email at enquiries@negotiationeurope.co.uk

Negotiation: Invest in Yourself

Corporate Guarantee
We guarantee that the vast majority of your audience - at least 80% - will rate the workshop as relevant, educational, entertaining, thought-provoking and as having a business impact on their vocational environment. In the event that the guarantee is invoked, TNA - Europe will immediately return the full fee, less travel and other mutually agreed expenses. To validate this guarantee, TNA - Europe requires a 100% completion of the delegate feedback questionnaires.

Public Seminar Satisfaction Guarantee
Your satisfaction is assured by our 6 month ‘skills deployment’ guarantee. The best thing about our guarantee is that you can trial the skills that we have imparted for a period of up to six months. If during this time you find that for any reason our training course did not add value to your vocational environment, we will be happy to refund your course fees in full. This guarantee is available to all delegates who have completed the entire course.

www.negotiations.com
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