

**Synergy** *Greek: synergos – working together...of two or more agents to produce an effect greater than the sum of their individual effects*

# NEGOTIATING for RESULTS

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**Mike Gale**

[www.synergy5.net](http://www.synergy5.net)

+44 [0] 7990 573033

[mikegale@synergy5.net](mailto:mikegale@synergy5.net)

This programme can be tailored

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## NEGOTIATING for RESULTS

### *Aiming for Win/Win and Winning*

2–3 day programme incorporating interactive simulation

#### OVERVIEW

- ✓How to create win/win and not lose!
- ✓Recognising when/how to adapt your approach
- ✓Setting flexible objectives – the 3 tier method
- ✓The impact of tone & words. Why body language is still critical
- ✓Demonstrating competence, confidence & credibility to take control and protect profit
- ✓Listening, probing & determining what clients want
- ✓Assessing the true value of demands
- ✓Adapting responses & messages to goals & needs – trading language
- ✓Handling demands, objections, doubts and emotion – dealing with variables

#### OBJECTIVES

1. To invoke a professional approach to negotiation
2. To build on individual capability & refine skills focusing on win-win
3. To develop communication skills to deal with demanding situations
4. To build assertiveness

#### RESULTS

Greater self-confidence & self-assurance  
 More creative options & results  
 More successful outcomes  
 More profitable deals

#### TOOLS

The Negotiation Planner  
 Language pitfalls & positive phrase list  
 Insights colours – responding to stress  
 Client profiler document

**BASED ON THE HARVARD TECHNIQUES, COMPRISES GAMES, CHALLENGES, ROLE PLAYS & CASES AIMED AT DEVELOPING THE RIGHT NEGOTIATION SKILLS FOR WINNING RESULTS**

#### CONTENT:

1. Win/Win requires confidence and understanding power – Why most negotiations fail or produce weak outcomes
  1. How to build trust and an aura of respect
  1. The 5 common styles of negotiating – pros & cons
  1. Anticipating & handling these approaches – setting parameters, managing the environment
  2. The 5 stages of any negotiation
    - a) Preparation & planning – setting negotiation objectives to protect your requirements and to prepare for adaptability
    - b) Establishing the climate for discussion and negotiation
    - c) Exploring needs & priorities
    - d) Bidding / Trading
    - e) Sealing the Deal & Reviewing
  1. ‘Noughts & Crosses’ – Critical negotiation behaviour – verbal and non-verbal signals, signposting and assertiveness
  1. Exploring needs, perceptions, priorities – effective questioning & listening skills to make the difference!
  1. Understanding behavioural preferences & the impact of pressure & stress on the negotiation process
  1. Setting out proposals/parameters and handling concessions – trading analysis for profit exercise
  2. Handling objections & differences elegantly & effectively
    1. Agreeing a plan of action and creating clear commitment
    1. Case studies/role plays to practise the skills
- Role plays & simulations are designed to replicate ‘real world’ environment relevant to delegates’ context