

## Course Outline

**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

2025-26

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This programme can be tailored

## 5

## NEGOTIATING for RESULTS

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

2–3 day programme

#### 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
2. Why most negotiations fail or produce weak outcomes
3. The difference between influence & persuasion
4. 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
5. How to build trust and an aura of respect
6. Setting the scene and opening tactics – the slow reveal method
7. The “Currency Challenge”– negotiation principles
8. The 5 common styles of negotiating – pros & cons
9. Anticipating & handling these approaches – setting parameters, managing the environment
10. Setting highs and lows – BATNA & other preparation
11. ‘Noughts & Crosses’ – Critical negotiation behaviour – verbal and non-verbal signals, signposting & assertiveness
12. Exploring needs, perceptions, priorities – effective questioning & listening skills to make the difference!
13. Body language, voice and vocabulary for negotiating
14. Understanding behavioural preferences & the impact of pressure & stress on the negotiation process
15. Setting out proposals and handling concessions & trading
16. Handling objections & differences elegantly & effectively
17. Agreeing a plan of action and creating clear commitment