

ERC Negotiating

STRATEGIC NEGOTIATING SKILLS

Negotiate win-win agreements and build positive relationships

Objective Equip professionals with a negotiating strategy to appreciate their customer's position and represent their own company's interests.

Designed for Sales professionals and managers who negotiate on a regular basis.

Benefits Through practical exercises focused on your work experience, you will learn about:

- Organizing thoughts and company needs before the negotiation
- Setting a positive tone from the start
- Actively listening to the client's position
- Uncovering what's behind that position
- Moving towards an agreement
- Using new counteroffer techniques
- Establishing a walkaway position
- Creating options
- Ending on a positive note



Agenda

1. **Initial Assessment:** Every participant begins by role-playing a negotiation. Instructor, peers and the participant contribute to an understanding of each participant's skills.
2. **Prepare your Position:** Define your strategy before the negotiation begins.
3. **Open the Dialogue:** Begin the conversation in a way that encourages customers to help you understand their issues.
4. **Listen Actively:** Show the customer that you understand their position, while updating and clarifying your information.
5. **Probe for Rationale:** Explore your customer's position to build steps towards an agreement.
6. **Solicit / Make the first Offer:** Set a constructive tone for the initial offer/counter-offer.
7. **Create Options:** Expand the list of issues that factor into a negotiation and increase your opportunities for an agreement.
8. **Prepare Counteroffers:** Use your options to build better *win-win* counteroffers.
9. **Decline and Explain:** Participants will learn to confidently present the reasons for their position, before presenting a counteroffer.
10. **Communicating Counteroffers:** A skill to deliver the variables of a negotiation powerfully and compellingly.
11. **Confirm Agreements:** You conclude the negotiation with a mutual understanding of the terms reached in the agreement.