

# Negotiation Skills



Tailored to Your Needs

Consultants & trainers in sales, presentations, negotiations and influence

# Negotiation Skills

## Producing good terms and good relationships

*As the fabled story goes, during the French Revolution, the queen, Marie Antoinette, was informed that the commoners were suffering from less than royal living conditions and had no bread to eat. She replied, "Then let them eat cake." This response showed a complete lack of concern for the other party's point of view and needs. It also proved to be a very poor negotiating move. Leaving no room for give and take, Marie Antoinette shut down communications, the people stormed the Bastille and Marie completely lost her head. Too bad she hadn't learned to apply the techniques of Principled Persuasion to her negotiations.*

Using Principled Persuasion, the negotiator recognizes the legitimate needs and aspirations of her counterparty, but is still able to pursue her own interests with energy and determination. She knows that creative collaboration is a much more powerful tool than stubborn resistance, since many negotiations are best approached as problem solving exercises rather than contests of strength and will.

She knows the power of information, and she works hard to understand what is behind her counterparty's positions and demands. She also knows that if she understands her counterparty's alternatives to this negotiation she can easily compute how much or how little she must give in order to reach an agreement. This principled negotiator, this creative collaborator is both tough and graceful. And though she is not in the habit of leaving any money on the table, she *is* in the habit of treating her counterparties in a way that makes long term relationships possible and productive.

Our seminars and negotiation exercises can be tailored to the specific scenarios participants face on the job. Whether delivered in standard or customized format, participants find concepts and skills applicable to both their professional and personal lives.

### Major themes covered in the seminar include:

- Becoming a more effective and creative collaborator.
- Leaving the other party fully satisfied without caving in to their demands.
- Setting and pursuing stretch goals, and still remaining open minded and flexible.
- Finding that it is possible (and very productive) to be principled, tough and graceful at the same time.
- Recognizing that knowledge is power. The more you know about your counterparty's underlying interests, and the more you know about their alternatives, the more powerful you are.
- Learning that ultimately a negotiation should be planned and managed as a set of sequential steps.



# Negotiation Skills

## Negotiation Skills Seminars

Our negotiation skills training is most often delivered with the format and content shown here. We tailor the seminars by writing negotiations exercises based on the real world negotiations of the participants. When needed, we can create a totally new seminar with fully customized format and content.

## SUCCESSFUL NEGOTIATION SKILLS

### Target Audience

- Anyone involved in the purchase or sale of goods or professional services.
- Project managers, budget directors and/or anyone responsible for the allocation of scarce resources.
- Managers or individual contributors who depend on others who meet their objectives.
- Purchasing or supply chain managers; those who have to negotiate with purchasing or supply chain managers.
- Managers and specialists in labor negotiations.

### Overview

- Prior to the seminar, participants complete a *Negotiation Style Profile*, which reveals their inclination to use five different negotiating styles.
- Steps and techniques are suggested for each stage of the negotiation: Planning; Opening; Discovery; Devising Solutions; Reaching Agreement; Implementation.
- While creative collaboration is emphasized, traditional negotiation tactics are also covered.
- Everyone takes part in at least four negotiations.

- Typical Format: Two days, up to sixteen participants.

### Participants will learn...

- Why planning is the most important (and most frequently neglected) part of the negotiation process – plus how to do it.
- Why collaboration consistently produces the best results and best relationships, and how to become a more consistent collaborator.
- How to make appropriate use of all five negotiating styles.
- How setting “stretch” targets can improve negotiation results.
- The enormous power that comes from understanding the other party’s alternatives to negotiating with you.
- How to avoid giving up more than necessary in order to reach an agreement.
- Important do’s and don’ts for making concessions.
- How to use and respond to negotiation tactics.

### Transferring new skills to the job

#### To help assure skills transfer and productivity increases, we offer:

- Job-aids to help participants use their new skills on the job.
- *Managers and Coaches Seminars* to help managers improve their own skills and coach the skill development of their team members and subordinates.
- *Reinforcement Seminars* to provide periodic feedback and additional skill building for participants after attending one of our negotiation programs.

# Negotiation Skills

Direct quotes from the participants in our negotiation skills seminars:

<ul style="list-style-type: none"><li>• Best seminar I've had at my company. Something I can put to use right away.</li><li>• Great course. I've been doing this for twenty-five years and still learned a lot.</li><li>• Great techniques and good job-aid tools for reference materials.</li><li>• <i>Stages of a Negotiation</i> makes one think more about the entire process.</li><li>• I'm more aware now of the importance of understanding the other side's needs.</li><li>• I liked the BATNA concept – hadn't thought of it before, but it can be a powerful tool if used properly.</li><li>• I learned different types of tactics, how to use them and how to realize when others are using them on me.</li><li>• The role plays were excellent. They really helped illustrate the concepts.</li><li>• Actual negotiations and cases were useful. Very interesting to see how both sides' needs and demands affect the negotiation.</li><li>• Greatly enjoyed the role playing! Learned a great deal about my negotiating style. Helped me to understand and see the "negotiation process" picture.</li><li>• The role plays were a great demonstration of how people don't listen effectively or ask the right questions.</li></ul>	<ul style="list-style-type: none"><li>• The role play showed me you need to work with the other party, not against them. If you don't work together, everyone loses.</li><li>• I especially liked the customized negotiation, using the point system to focus / prioritize negotiable issues.</li><li>• Role plays let me practice techniques and revealed shortcomings.</li><li>• The role plays make you remember the lessons more vividly than any other technique.</li><li>• I was sick on both days of the training and I was drawn into the class to the point where my feeling bad became secondary to my learning. That's great facilitation.</li><li>• It was great to have this instructor here. I've been to too many programs run by instructors who do not have any idea of our business.</li><li>• Excellent communicator; knows his subject very well and seems very approachable.</li><li>• The best instructor I've had in any training class I've taken.</li><li>• Excellent. The instructor really has a grasp not only of the negotiations process, but of our company's business as well. She wants to understand and apply it and that's helpful.</li><li>• Excellent knowledge of the subject ... customized nicely to our business.</li><li>• Great job! I feel like a negotiating hound now!</li></ul>
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**ZEHREN♦FRIEDMAN**  
A S S O C I A T E S

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