



The Negotiation Experts

C R E A T E V A L U E

NEGOTIATION SKILLS BEST PRACTICE TRAINING

*"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

www.negotiations.com

2 Day Foundational Negotiation Skills Training

Course Overview

'Individuals often fail in negotiations because they have had no grounding in basic negotiation skills.'

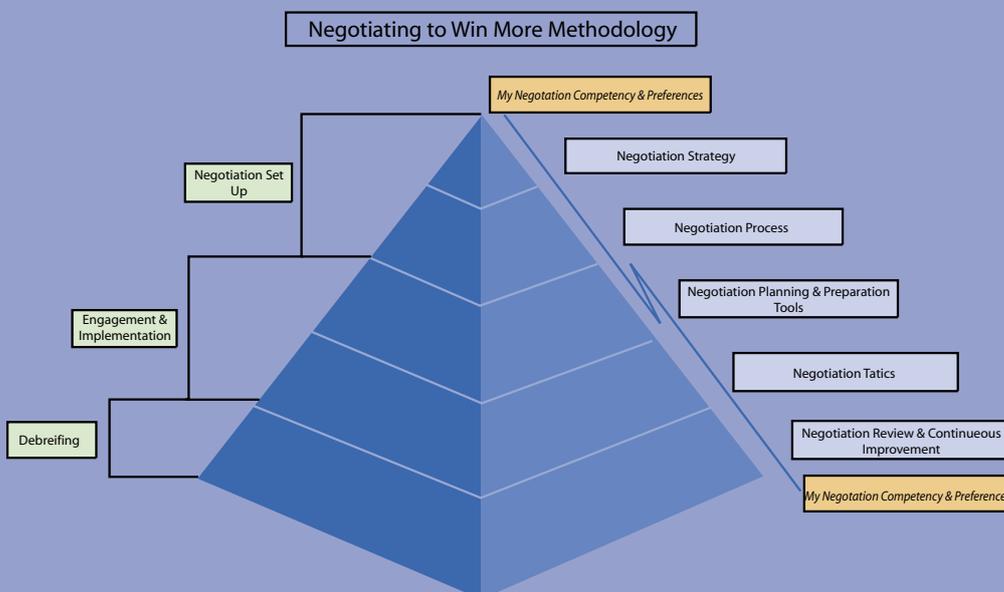
What strategies and actions can you deploy to enhance the outcomes of your negotiations with business clients, suppliers, internal departments, colleagues and other stakeholders? When engaged in negotiations where your skill as a negotiator may prevent losses and increase the gains for you and your organisation,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



'Very good speakers & teachers, very helpful tools.'



'I would have been more successful if I had received this knowledge beforehand - my eyes are now open and the blinkers are off!'



'I enjoyed the free flow of the course, as well as the credible presenters.'



'I particularly enjoyed the small classes and the very informal, friendly atmosphere.'



'I liked the practical work, concession strategy model and profiling. Many great examples/models ready to use in real business.'



'I liked the fact that the training was not a boring lecture but rather an interaction with all people actively engaged.'

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.

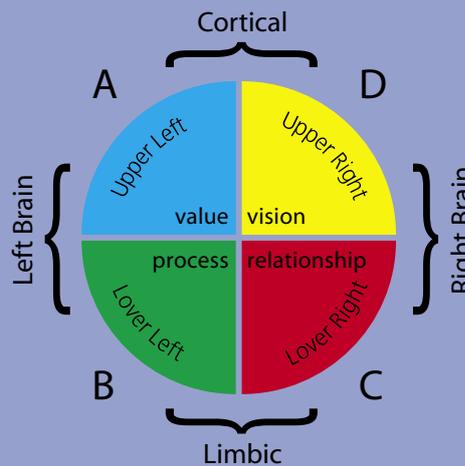
- ❖ Be able to deploy the basic tools that will lead to improved negotiation outcomes.
- ❖ Have your own negotiation skills Personal Development Plan to assist you in further improving your capabilities.
- ❖ Move from positions to interests.
- ❖ Identify the other party's needs.
- ❖ Learn the critical art of questioning and framing.
- ❖ Adopt a formal strategy from preparation and engagement through to debriefing your negotiation engagements.

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.

THE 4 PILLARS OF 'WHOLE BRAIN' NEGOTIATION



'Well presented, excellent course & will benefit me in my immediate environment.'



Shell Chemicals

'Very enjoyable, but hard work - a sign of a useful day!'



Unilever

'Everything was good - lots of learning with a good pace and atmosphere.'



'Excellent course overall.'



GlaxoSmithKline

'Not recommended for those wishing to stay within their comfort zones.'



'Profiling exercise was very useful and informative. I liked the interactive and "hands on..." approach as well as great location.'



UBS Investment Bank

'I particularly appreciated the Instructor's coaching ability.'

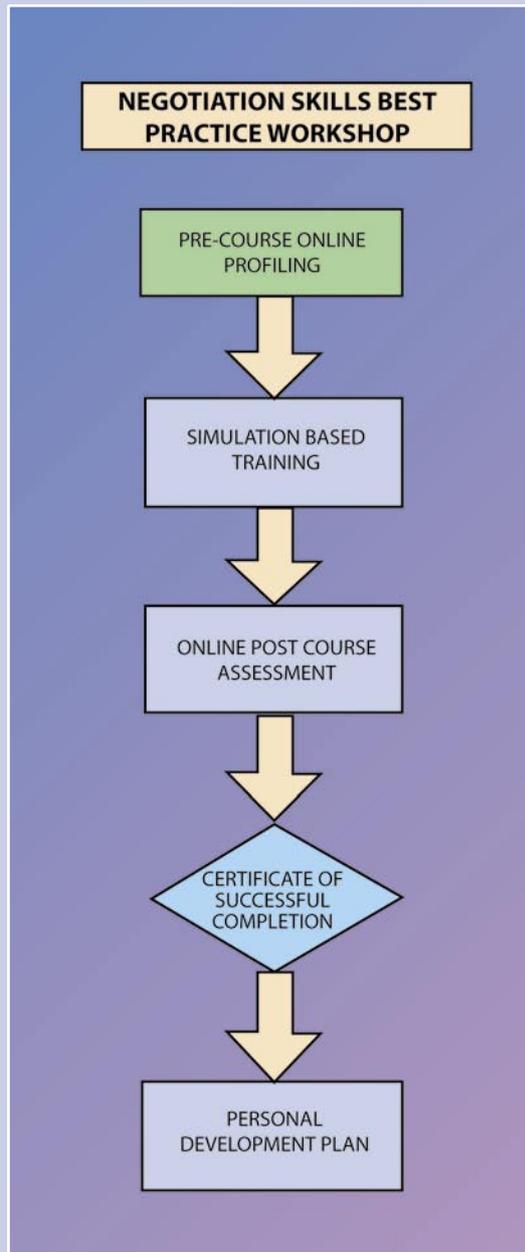


Our Approach

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.



Weatherford®

'Very interactive training with extremely useful methodology overview, profiling and the question framework exercises.'



radioscape

'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.'



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 negotiationsimulation with personal feedback

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



Hilton

'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 liked "games" and sharing "life examples", which made me understand the techniques better. I've completed many profiling tests before but this one was the best!!!'



'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.'



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

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.

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.

Negotiation: Invest in Yourself



'Fantastic experience!'



'I like having learned that negotiation can be managed as a structural process supported academically & practically for continuous improvement.'



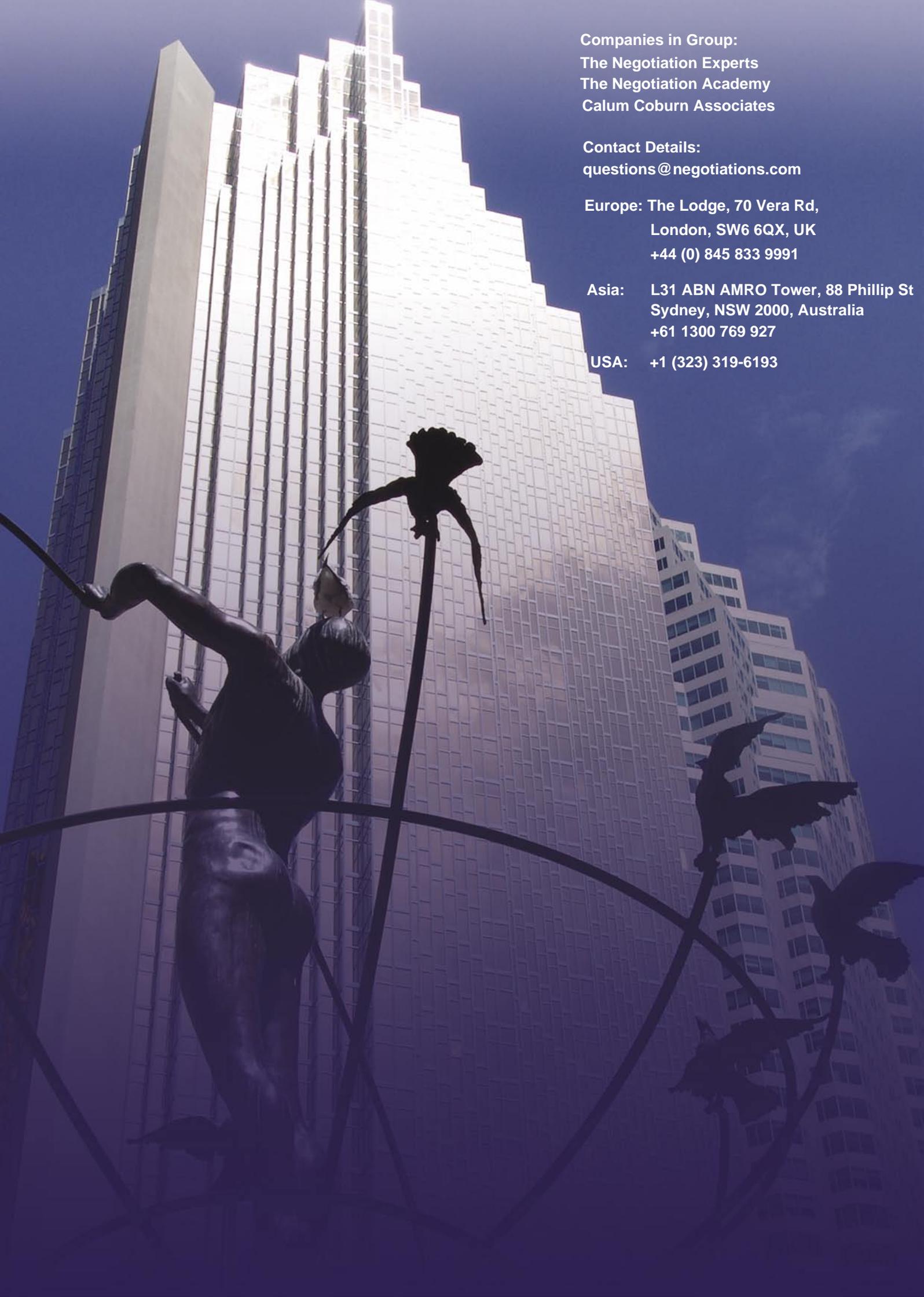
'The case studies were very good as was the video on persuasion. Putting together SWOT, creativity, concessions strategy and trust building made this course very interesting.'



'Persuasion, questioning and the part on body language were excellent.'



'I would like to commend The Negotiation Academy - Europe on their engaging style and highly relevant, innovative content.'



Companies in Group:
The Negotiation Experts
The Negotiation Academy
Calum Coburn Associates

Contact Details:
questions@negotiations.com

Europe: The Lodge, 70 Vera Rd,
London, SW6 6QX, UK
+44 (0) 845 833 9991

Asia: L31 ABN AMRO Tower, 88 Phillip St
Sydney, NSW 2000, Australia
+61 1300 769 927

USA: +1 (323) 319-6193