

Content

Reminder

- the process of negotiation
- key skills and behaviours of successful negotiators
- negotiation as part of the sales process
- the difference between win/win and win/don't care

Preparation

- how to get fully prepared
 - gathering intelligence
 - negotiating strategies
- balancing short-term and long-term goals
 - variables; financial, terms and conditions, other options
 - negotiating in teams

Successful negotiations

- building rapport and relationships
 - the impact of personality on negotiating style
 - knowing how and when to adapt your personal style
- uncovering explicit and implicit needs
- verbal and non-verbal communication
 - dealing with power plays, manoeuvres and dirty tricks
- managing conflict and deadlock

Achieving results

- building confidence and capability through a range of simulated negotiations
- the impact of negotiating decisions on the bottom line
- bargaining to achieve win-win
- agreeing what you have agreed
 - how to repeat success.

Commercial Negotiating

Sales

You are an experienced negotiator. Your negotiations are sometimes complex and, because of their scale or commercial sensitivity, have important implications for your organisation. This programme will enable you to benchmark your current capability as a negotiator and make significant improvements.

We place strong emphasis on the power of negotiation as a process, not only to secure profitable deals, but also to lay the foundations of successful, long-term customer and supplier relationships based on trust and mutual respect.

Benefits

By the end of the programme you will be able to:

- demonstrate improved skills and behaviours
- plan and prepare for complex negotiations with confidence
- develop flexible negotiation strategies linked to business goals
- understand more about yourself, your negotiating style, and how this knowledge can best be used to your advantage
- demonstrate significant improvements in performance.

© Morgan Clarke Consulting

Approach

The programme builds directly on participants' own experiences, and is analytical as well as participative. Case studies provide opportunities to practise, improve skills and grow in confidence.

Our experienced team of two expert facilitators have been running this programme together for over ten years. They will provide valuable learning through constructive feedback, including edited highlights captured on DVD. This will help participants to identify areas for improvement.

Who should attend?

Managers or professionals who are involved in commercial negotiations and are serious about wanting to improve their performance. Usually, participants will have already received basic negotiating skills training.

We strongly recommend that inexperienced negotiators do not attend this programme. Our Negotiating Skills programme is more suitable as an entry level course.

Programme information

Duration: Two days

Price: £1,025 (excluding VAT)

Dates and locations:

17th - 18th June 2008 • London

9th - 10th September 2008 • Midlands

17th - 18th March 2009 • Surrey

For further details please call

John Baldwin on 01306 621600.

"Very informative and well prepared. It gave me opportunities to develop my skills and raised awareness of my strengths and weaknesses."

Gemma Brandrick,
Merlin Entertainments