

The Apprentice – Negotiating to Win

Course length: upto 3 hours*

Course Code: 103107BT001

Taking you through the 5 key stages of negotiation this DVD ROM based course will give you the skills and confidence you need to make better business deals. Video clips from the show will be used to illustrate key points, and under the direction of Nick Hewer, one of Sir Alan Sugar's senior aides from the show, you'll be asked to complete a series of business tasks, receiving feedback from him as you do.



Benefits for the Learner

The most successful candidates in The Apprentice are excellent negotiators. They know that the art of good negotiation means that both sides leaving the table feeling they got what they wanted.

This course explores a modern, five-step approach to negotiating – prepare, propose, bargain, commit, move on. Just as in the show, you'll undertake business tasks to explore your current skills and Sir Alan's right-hand man, Nick Hewer, will guide and direct you as you develop a new approach to business negotiation.

Benefits for the Business

Self-confessed "Barrow Boy" Sir Alan Sugar recognises that negotiating is a trading game – and a vital part of modern business. Good sales negotiation might add 10% to your sales revenues. Good purchasing negotiation could easily save 10% of the cost of bought-in products and services. Good negotiation by managers in dealing with staff may reduce staff turnover by 5% or 10%.

This course delivers a fresh approach to business negotiation – it explores the psychology and the practice of effective negotiation and enables your managers to become more confident business negotiators.

What You Get From This Course

Having completed this course, you will be able to:

- Research and analyse the essential facts prior to negotiating
- Determine all the participants' needs and wants
- Identify the desired outcomes of the negotiation
- Recognise when 'it's over' and know when to walk away
- Establish and maintain focus during all stages of negotiation
- Use appropriate communication mechanisms for successful negotiation
- Adapt your negotiation style to different situations and people
- Analyse a completed negotiation and identify ways to improve your future performance

What Does the Course Cover?

- Prepare
- Propose
- Bargain
- Commit
- Move On

How Long Does the Course Take?

You can work through this course at your own pace. It should take you between 1 and 3 hours to complete.

*Please note this course will be supplied on a DVD ROM.