

Introduction To Negotiation

Course length: 45 mins*

Course Code: 103080BT046

This course gives a great overview of the art of successful negotiation.

Benefits for the Learner

If you think negotiation is a confrontation where the winner takes all, think again! Good negotiating isn't about winning and it isn't about someone else losing. It's about both sides leaving a negotiation feeling they got what they wanted, or are at least better off than when they went in.

This course explores this modern approach to negotiating, and shows how good negotiation allows you to develop mutually beneficial partnerships built on trust and collaboration.

Benefits for the Business

Good sales negotiation might easily 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%. It's easy to see how improving the negotiation skills of your managers could radically improve the health of your bottom line!

What Does the Course Cover?

- The key communication skills
- The three key elements of negotiation
- The win-win approach
- Negotiation behaviour
- Preparing for successful negotiation
- The key steps of the negotiation process

How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 45 minutes to complete.

*Courses are accessible for six months from the date of purchase.