

Negotiation Strategies 1 – Strategy Basics

Course length: 45 mins*

Course Code: 103080BT047

This course will help you to understand the strategies you can use to conduct a successful negotiation.

Benefits for the Learner

Negotiating is a trading game. If you play successfully, the concessions you win from the other party largely compensate for the concessions you have extended yourself. Misunderstand the rules or use the wrong tactics and you could give too much away and cost your business dearly!

The first rule of successful negotiation is to ensure you fully understand the rules of the game. This course guides you through the entire negotiation process, from ensuring you are negotiating with the right person to planning the outcomes that are most valuable to you, from strategies to break deadlock and timing tactics to improve the chances of success.

Benefits for the Business

Managers who have poor negotiation skills can be a business liability. They can waste valuable opportunities, spoil relationships, give away unnecessary concessions or lock you in to unacceptable trading terms.

This course helps you to give them the best chance of success when they enter the negotiating arena. It will equip them with the skills they need to do their job effectively and to negotiate successfully.

What Does the Course Cover?

- Ethics in negotiation
- The importance of negotiating with the right person
- The tactics of opening a negotiation
- Asking the right questions to establish attitude
- Making side deals
- The importance of timing
- Breaking a fixed price
- How to avoid conceding a negotiation
- Changing the packaging to save the proposal
- Telephone negotiation
- The relevance of culture and gender

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.