

# Negotiation Strategies 2 – Psychological Strategies

**Course length:** 45 mins\*

**Course Code:** 103080BT048

**This course will show you how to use basic psychology to successfully negotiate deals and agreements.**

## Benefits for the Learner

To be a successful negotiator, you need to understand basic psychology in order to reach a 'win:win' situation. Without it, you're unlikely to get the better of another negotiator, especially one who employs warfare or deception strategies!

This course will give you a range of new skills to negotiate successfully and counter negative negotiation tactics.

## Benefits for the Business

Negotiation is a vital part of modern business – your managers need the skills to negotiate favourable terms for the purchase of raw materials, the sale of products or services, the contracts and terms of employment of your staff, the financial support you need to run your business.

This course gives them an understanding of the psychology involved in the negotiation process so that they can become more confident and effective negotiators.

## What Does the Course Cover?

- Simple psychological strategies in negotiation
- Psychological warfare strategies
- Deception strategies
- Dealing with negotiators

## 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.