

# APPLY BASIC NEGOTIATION SKILLS AND TECHNIQUES



Gain greater insights of how negotiation skills and techniques can influence business development.

## Course Objective

This course aims to equip learners with tools that enable them to develop strategies, acumen, and transaction in business development.

The learners will gain greater insights of how negotiation skills and techniques can influence their business development.

They will learn how to prepare and plan for an amicable and successful negotiation; the importance of using appropriate processes and techniques, and documentation of negotiation agreements.

## Course Methodology

This 8.5 hour workshop uses lecture, role play, brainstorming, case studies, assessments, cooperative teamwork and presentation exercises and activities to enhance learning.

## Who is the target audience?

Operational, supervisor and management involve in the sales execution in their organization

## Recommended Class Size

12 - 16 participants

## Course Length

1 days (8.5 hours)

At the end of this course you will able to ...

- ✓ Identify negotiation outcomes in commercial situations to establish organization's desired position in the negotiation.
- ✓ Identify roles and responsibilities needed to support negotiation objectives
- ✓ Prepare relevant *background information* to understand other parties' position.
- ✓ Use negotiation processes and techniques to assist in achieving desired negotiation outcomes
- ✓ Record negotiations for evaluation and documentation purposes