



Subject: Negotiation Skills

(2-days)

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Negotiation Skills (2-days):

Included: 4 x Case Studies, 1 x Game, Team Negotiation Strategies, Personality Profiling, 1:1 Role Play

<p>Subject: Overview</p>	<p>Whilst always maintaining a win-win mindset, this programme will teach you that negotiations are a means of resolving issues of potential conflict with an intention to agree. Negotiation is about parties, who both want something from each other, and through bargaining, will reach agreement to exchange these things. The programme will enable you to achieve a business outcome faster than previously anticipated, through explicit tactics. The basic selling process will also be looked at.</p>
<p>Learning and Outcomes:</p>	<p>Objectives & Outcome of Module</p> <ul style="list-style-type: none"> • Improve assertiveness, communication skills, self-awareness, EQ and negotiation skills • Grasp the concept of expert negotiations through individual and group games & role playing. i.e. create rapport through trust, a win-win mind-set, body-language/tone, and by understanding the opposition or counter party better • Use the 'PAR Value' tool (Perfect, Acceptable, Reservation) to cognitively prepare you for closing a deal • Preparing to Negotiate: Explain what various negotiation terms mean: Anchor offer, BATNA, ZOPA, Reservation Values, etc. • Explain 'opponents' and different personality styles. This will allow you to become acutely aware of your strengths & weaknesses • It will give you confidence in the principles of 'exchange', or how to make concessions. In life everything is negotiable. • To enhance your skills in preparing for, and practising an effective win-win negotiating strategy, for a business or social environment • Offer a broad understanding of the essential Principles of Negotiating, Influencing and Selling • Improved personal & business relationships • Close more deals handling objections the high-trust way
<p>Subject Topic 1</p> <p>Preparing for a Negotiation</p>	<p>1.1 Preparing for a Negotiation</p> <ul style="list-style-type: none"> ▪ Define Negotiations ▪ Evaluate your current negotiating skills ▪ Learn the top-10 body language tips for negotiators. ▪ The neuroscience of persuasion. Understand how our brains work during the sales/negotiation process ▪ Discover the principles of 'exchange' and how to make concessions. In life everything is negotiable! ▪ The 10-Golden Rules of Negotiations ▪ Explain 'opponents' different personality styles, allowing you to become acutely aware of your strengths and weaknesses.

	<ul style="list-style-type: none"> ▪ Identify & plan your Objectives using tools provided ▪ Practise the stages of objection handling/tough negotiations ▪ Find your negotiation range (PARs), Preparation checklist ▪ Best Seating arrangements ▪ Understand the CUSP selling technique <p>Subject Readings: Programme Handout (54-pages)</p> <p>1.3 Recommended Readings:</p> <ul style="list-style-type: none"> ▪ Malhotra, D. & Bazerman, M.H. : '<u>Negotiation Genius</u>', 2007 (Harvard Business School) ▪ Jeanne, B., Friedman R., and Behfar, K. (2009). How to manage your negotiating team. <i>Harvard Business Review</i>. p.105 - 109. ▪ Wood Brooks, Alison (2015). Emotion and the Art of Negotiation. How to use your feelings to your advantage. <i>Harvard Business Review</i>. Vol. 93, No. 12. P.57.
<p>Subject Topic 2</p> <p>Conducting a Negotiation</p>	<p>2. Conducting a Negotiation</p> <ul style="list-style-type: none"> ▪ Grasp the concept of expert negotiations through games and role-playing. i.e. create rapport through trust, a win-win mindset, body-language, and by understanding the counter party better. ▪ Understand and practice the Top-10 Golden Rules ▪ Establishing your position (PAR Values) ▪ Use the 'PAR Value' tool (Perfect, Acceptable, Reservation) to cognitively prepare you for closing a deal.
<p>Subject Topic 3</p> <p>Closing a Negotiation</p>	<p>3. Closing a Negotiation</p> <ul style="list-style-type: none"> ▪ Role-play: 1-on-1 (Case study/handout) ▪ Team Negotiations (Case study/handout) ▪ Trading PAR positions to Close ▪ Using Closing Lines

The Negotiating Skills

Daily schedule:

Day-1: – Ian Rheeder

08h00 - 08h30	Arrival Tea / Coffee
08h30 - 10h15 Session 1	<ul style="list-style-type: none"> • 25 Questions: evaluate Negotiation Skills • Definition of Negotiations • Discuss the 13 x Negotiating terms • Top-7 most common mistakes • Neuroscience of Negotiations • Case #1: Theodore Roosevelt (10-mins)
10h15 - 10h45	Tea / Coffee
10h45 - 12h30 Session 2	<ul style="list-style-type: none"> • Negotiation Game (1-hour) • Top-10 Golden Rules of Negotiating • Answer five questions to analyse what you negotiate at WORK • The 7-Levers of Persuasion • Case #2: Valley Farm Real Estate (30-mins)
12h30 - 13h30	Lunch
13h30 - 15h00 Session 3	<ul style="list-style-type: none"> • Preparation Checklist • Planning your PAR Values • Planning your Opponent's PAR Values • Top-10 Body Language Tips
15h00 - 15h30	Tea / Coffee
15h30 - 17h00 Session 4	<ul style="list-style-type: none"> • Discuss team negotiation strategies at S • Understanding Personality Styles

Day-2:– Ian Rheeder

08h00 - 08h30	Tea / Coffee
08h30 - 10h15 Session 5	<ul style="list-style-type: none">• Reflect on Day-1• Case #3 (Crack The Case): Prepare case (60-mins)• Conduct one-on-one Case Study (30-mins)• Discuss case and who "cracked" the case (10-mins)
10h15 - 10h45	Tea / Coffee
10h45 - 12h30 Session 6	<ul style="list-style-type: none">• After "logrolling" choose your best closing line/s• List your top-6 objections at Work• Write out your scripts to handle your top Objectives (role-play)
12h30 - 13h30	Lunch
13h30 - 15h00 Session 7	Case 4: Banking case specific (30-mins) - prepare your PARs & Client's PARs. Negotiate (30-mins). Close <ul style="list-style-type: none">• Discuss different team member's priorities.
15h00 - 15h30	Tea / Coffee
15h30 - 17h00 Session 8	Case 5: Your case specific (30-mins) - create your own important Case at WORK and prepare your PARs & Client's PARs. Negotiate (30-mins). Close <ul style="list-style-type: none">• Reflect, Q&A,

Sustaining the learning

Practical Negotiation Skill Assignment (e-mailed to Assessor for marking)

1. Individual assignment

You will be required to submit an **individual assignment** for this Negotiation Skills Module. Using models that you have learnt, you will be given a Negotiation Skills workplace assignment. To this end, you are now required to put your theory into practise by focusing on a negotiation scenario.



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