

Essential Negotiation programme

The best blended and interactive programme to introduce and practice all negotiation fundamentals to build confidence and change ongoing behaviour.

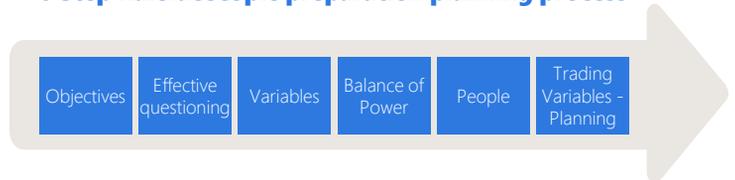
APPROACH

SKATER

The process provides a basis for moving between stages as many times as needed.



6 Step Kaleidoscopic preparation planning process



ALL relevant perspectives are planned for, at every stage, as part of the thorough preparation process.

LEARNING JOURNEY: Classroom delivery

Understanding & preparation

Workshop

Embedding

121 coaching | Team refresh | Tools and templates | Ongoing support

Programme benefits:

- Tailored to deliver organisation needs
- Builds on selling skills capability
- Uses a clear structure to prepare and execute any negotiation
- Discussive facilitation engages delegates and anchors learning in the real world
- Individual action plans for ongoing development

DAY 1 Negotiation planning

- Selling vs negotiating
- Group role play
- SKATER process
- Seek Opportunities
- Objective setting
- Effective questions
- Variables
- Individual role play

DAY 2 Effective Negotiating

- Balance of power
- People
- Trading variables
- Individual role play
- Alignment & trial runs
- Communication, behaviours & tactics
- Realise the Benefits
- Individual role play
- Action plan

AUDIENCE

Designed for anyone seeking a solid grasp of negotiation fundamentals and confidence to negotiate.

- Account Executives / Account Managers
- Marketers who will get more from their agencies
- People with up to 3 years commercial experience
- Recommended for 8 delegates led by 2 facilitators

OUTCOMES

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| Objectively assess balance of power | Confidently use the SKATER approach | Execute 6 step KALEIDOSCOPIC preparation |
| Understand how to prepare and execute negotiations | Effectively trade variables to gain value, | Create and maintain internal alignment |
| Identify and neutralise negotiation tactics | Improved negotiation skills, behaviours & techniques | Identify and manage different styles |

OUR UNIQUENESS

- Approachable** experts with senior commercial experience
- Tailored** and flexible engagements to meet your needs
- Practical** and ongoing support to deliver change
- Collaborative** approach to create sustainable agreements