

## Essential Negotiation programme - Virtual

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

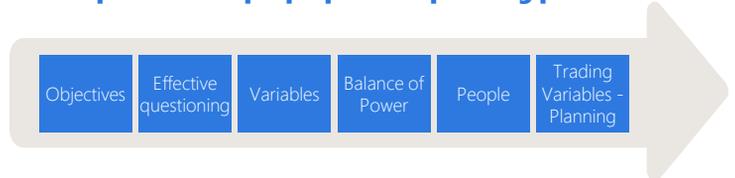
### APPROACH

#### 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: Virtual delivery



#### 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

#### Session 1 & 2 Negotiation planning

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

#### DAY 2 & 4 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

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