

SUCCESSFUL NEGOTIATION SKILLS

~Key skills for your career success and your company's growth~

- ✦ Are you in department of sales, purchasing, human resource, project management, etc. whose job need to frequently interact and negotiate with clients, suppliers, internal and external and partners?
- ✦ How to achieve the company's interests and goals in negotiation with partners' agreement and develop long-term relationship with them?
- ✦ How can we obtain the best possible agreement even when we are in a "disadvantage position" in a negotiation?

Course will provide you with the knowledge, tools, and strategies to keep all negotiations with your partner under control, and develop good relationships and business.

CONTENT

Part 1: Overview of negotiation

- ◆ The concept of negotiation
- ◆ Clarifying the other party's needs through their offer
- ◆ The fundamentals of negotiation
- ◆ Necessary skills for a successful negotiator with clients (internal & external), partners, suppliers, etc.
- ◆ The importance & benefits of negotiation to individuals and organizations
- ◆ Negotiation styles
- ◆ Rules for negotiation

Part 2: Preparation for a successful negotiation

- ◆ Step 1: Evaluate both parties' power in negotiation
- ◆ Step 2: Analyze the level (variable) between the two parties
- ◆ Step 3: Identify zone of possible agreement (ZOPA)
- ◆ Step 4: Schedule negotiation meeting

Part 3: The negotiation process

- ◆ Step 1: Create open atmosphere and connection for the negotiation
- ◆ Step 2: Clarify and analyze client's needs in the negotiation meeting
- ◆ Step 3: Propose offers using your negotiation skills
- ◆ Step 4: Close the negotiation

Part 4: Negotiation tactics and strategies

- ◆ Key factors to decide negotiation strategies
- ◆ Identifying your powers in negotiation and when to use them
- ◆ 36 strategies to negotiation
- ◆ Usage and response to each negotiation strategy
- ◆ Strategies to employ when you're in a disadvantage situation
- ◆ Rules of concession
- ◆ Points of closing negotiation

Part 5: Summary and Action Plan

✂The above content is subject to change without prior notices



OBJECTIVES



- ➔ Understand the importance of negotiation and the professional negotiation process in workplace and in business
- ➔ Identify both parties' positions, values, and build a good relationship for a Win-Win negotiation.
- ➔ Understand the various types of partners in order to develop an effective approach and prepare for the negotiation
- ➔ Xây dựng các lý do thuyết phục đối tác, khách hàng và nguyên tắc nhượng bộ không bị thiệt.
- ➔ Sử dụng các kỹ thuật, chiến thuật thương lượng linh hoạt.

TARGET



- ☐ Staff ☒ Middle-Management
- ☒ First-line Management ☐ Top-Management

METHOD



30% theory, 70% practice through group discussions, presentations, case studies, role-playing, games, etc.



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