

# 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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