

# Effective NEGOTIATING



## COURSE: EFFECTIVE NEGOTIATING

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### WHAT YOU WILL GET FROM THE COURSE

A clear understanding of the negotiating process, effective behaviour, skills and tactics and your own negotiating behaviour – leading to: more effective negotiating performance, improved results and measurable, better deals.

### WHO SHOULD ATTEND

The course is for Senior Managers who are involved in negotiations, be they commercial buying or selling, contractual or human resource scenarios with suppliers, clients, service providers, unions or colleagues.



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### THE COURSE WOULD BEST BE DESCRIBED AS HANDS ON

There will be tutor inputs on the negotiation process, effective vs ineffective behaviour, skills, tactics and best practice. This will be put into practice through a series of negotiating scenarios. These will be video recorded, reviewed, analysed and critiqued with the participants. To facilitate meaningful feedback, critique and coaching, numbers will be limited to a maximum of 6 participants.

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# EFFECTIVE NEGOTIATING



**COURSE  
DURATION  
2 - DAYS**

At the end of the course a 14 hour CPD certificate will be awarded.

## COURSE CONTENT

Putting Negotiation into Context  
The Effective Negotiator  
Phases of Negotiation – an Overview

## PREPARATION

- » Clarify the subject matter
- » Establish objectives
- » Wish lists
- » Concessions
- » Information
- » Questions
- » Strategy and tactics
- » Negotiating individually/in teams
- » Use of adjournments

### GROUP EXERCISE IN PREPARATION - REVIEW AND CRITIQUE

## DISCUSSION

- » Exchanging information
- » Asking questions
- » Testing assumptions
- » Listening for flexibility
- » Review positions

### NEGOTIATING EXERCISE 1 - VIDEO REVIEW AND CRITIQUE

**“The training was delivered in a practical, down to earth way. I was able to put it into practice immediately”.** *David McNellis,*

*Agency Director, Lisney Property Consultants.*

## MAKING PROPOSALS

- » Who goes first?
- » When to make?
- » Where to pitch?
- » How to respond to NO! How to respond to YES!

## RECEIVING PROPOSALS

- » Their proposal is acceptable
- » Their proposal is unacceptable
- » Making concessions

### NEGOTIATING EXERCISE 2 - VIDEO REVIEW AND CRITIQUE

## CLOSE

- » When to close
- » How to close
- » Avoiding/dealing with “deal creep”

### NEGOTIATING EXERCISE 3 - VIDEO REVIEW AND CRITIQUE

## TACTICS & TIPS

- » Dealing with aggressive people and other scenarios

### NEGOTIATING EXERCISE 4

- » Application to participants - Forward planning

## COURSE DELIVERED BY - JOHN MCCABE

John has been working as a freelance consultant and while he has provided a range of bespoke initiatives for his clients, he has specialised in Negotiating. He comes to the subject not just as a trainer, but as a practitioner with many years of real world experience. He uses this experience to bring the subject to life for the participants.

He has worked with managers from a broad range of organisations, industries and businesses, in the UK, Ireland, Europe, the USA and South East Asia. These have included, oil gas and electricity, aviation and public transport, food processing, manufacturing and retail, pharmaceuticals and medical research, engineering, professional services and the public sector.



Email: [info@jigsaw-projectmanagement.com](mailto:info@jigsaw-projectmanagement.com)

Tel: 028 3833 3033

Mobile: 079 0058 3188