



# NEGOTIATION ART

The course approaches negotiation as a long-term relationship between Client and Supplier. The success of the negotiation is given by its preparation. That is why we give a high importance to it. The participants will learn how to be prepared better than the other part.

The role-play take place following the stages (piece by piece) after each stage of presentation and discussions. The role-play is video recorded and at the end of the course we analyse and identify points to be improved by the participants in future negotiations.

The role-play is a highly interactive training method in which the participants play real or realistic situations, errors made having no negative effect on them. Learning is deep based on the feelings created.

In the module of international commercial negotiation, the participants identify the cultural differences among nationalities and will know how to use them profitable in such contracts.

At the end of the course we will see a professional management movie on profitable negotiation topic.

## OBJECTIVES

At the end of the course, the participants will be able to:

- use principled negotiation to obtain 'win-win' results;
- prepare effectively for negotiation;
- establish their best alternative to negotiated agreement;
- choose the right time and place for negotiation;
- generate multiple options for agreement before to go to the offer;
- deal effectively with roadblocks to agreement.

## COURSE CONTENT

- Styles and strategies of negotiation
- Preparation stage
- The negotiating meeting:
  - Communication into the negotiation
  - Phases of the negotiation process
- Unlock-in tactics
- Breaks, how to deal with
- Implementing the agreement

- International commercial negotiation
- Tips and tricks for an effective negotiation

## PARTICIPANTS

- Members of the management team
- Personnel responsible for dealing with suppliers and customers
- Personnel involved in Management-Union negotiations

**DURATION: 2 days**



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