

# Negotiating for Advantage (Yours and your Customer's) Part I – Essentials Part II – Managing Conflict

## Course Description

Negotiating is how business people resolve differences. It is an ever-present feature of the workplace and extends across all disciplines including operations, human resources, sales, project management and, yes, even leadership. A business negotiation may be a formal affair that takes place across the bargaining table with a potential customer where you haggle over price, performance or complex terms of a partnership venture. Or, it may be much less formal, such as a meeting between you and your peers discussing territory assignments. Chances are that today you spend much of your day negotiating with people inside and outside of your organization without even realizing it.

This course provides you with practical tips and examples that will help you apply effective negotiating skills immediately in your workplace.

The extended course includes Managing Conflict which provides a brief insight into typical customer issues that cause conflict and helps you understand how to manage and resolve those conflicts.

## Why This Course is Needed?

Why is the role of negotiation so important in today's workforce? Since you do this every day, even a modest improvement in negotiation skills can yield sizeable payoffs and improvement to your company's bottom line or more effective working arrangements in the office.

Negotiation is, and always has been, a hot topic. Entire organizations are beginning to focus more on negotiation training - if a company can establish a core negotiation competency among its employees they are more likely to improve cost efficiencies in negotiations with suppliers and they are more likely to see an increase in sales close ratios. It just makes sense, the return on investment is significant.

Also, conflicts are a large part of negotiating and can occur anytime there is some degree of difference in values, opinions or beliefs.

Conflicts begin when people are under a great deal of pressure or stress, or they may be facing an uncertain environment, or, there are many other causes of conflict.



Expertise for Navigating Business Challenges

### Benefits of Negotiation

- Conflict Resolution
- Cost Reduction
- Improved Relationships
- Competitive Advantage



*The Constitution is considered a deeply principled document, but in reality it was, and is, the best politically negotiated deal that ever occurred, with a whole host of compromises. Compromise is not necessarily a bad thing. It's the glue that keeps the country and society together.*

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## Target Audience

Anyone working with customers, managers, peers or subordinates who sell, manage, coach or coordinate.

## Length

4-hr – Essentials Course

1-day – Extended Course with Managing Conflict

2-day – Extended Course with Managing Conflict and Role Play Scenarios

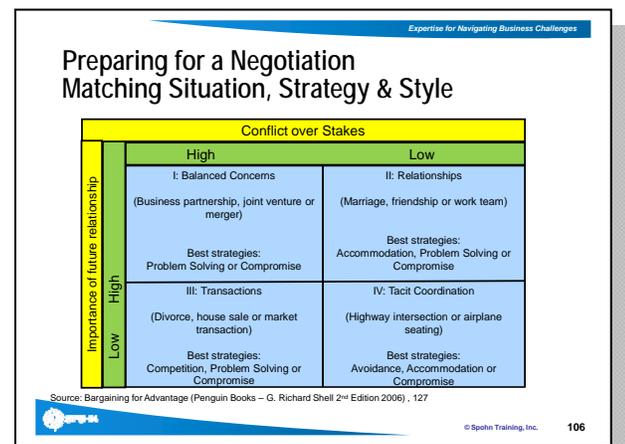
## Delivery Method

Instructor-Led — Taught by Spohn Training, Inc.

## Course Objectives

After completing the essentials course you will be able to:

- List the 4 primary benefits of negotiation
- Explain the 4 steps in a negotiation process
- Discuss the 8 characteristics of effective negotiators
- Explain the 4 key negotiation concepts of
  - BATNA,
  - Reservation Price,
  - ZOPA and
  - Value Creation Through Trades
- Discuss how to prepare for a negotiation
- Explain how to enhance your negotiating skills
- Examine ways to maintain ethical standards
- Negotiate a deal to determine “How Fair is Fair”



After completing the extended course with Managing Conflict you will also be able to:

- Discuss customer issues that cause conflicts
- Identify the two key components in conflict resolution
- Define the five directions conflict resolution can take
- Examine conflict resolution questions to consider
- Explain six key skills needed to manage conflict
- Review six steps in managing conflict
- Analyze customer scenarios and determine the best strategy to use for each case

