



Negotiation

AIM AND OBJECTIVES OF THE PROGRAM:

Program aim:

This training program, comprising 2 training days and 1 day of follow-up, offers the opportunity to the participants to really understand the nature of the negotiation process and to establish objectives and strategies to allow them entering a negotiation.

Objectives:

- Real understanding of the negotiation process.
- Identification of efficient methods and strategies of negotiation.
- Awareness of the role and the impact of attitude on the negotiation.
- Establishing of the objectives of the negotiations and the way of negotiating depending on those.
- Understanding of the distinction between person and problem.
- Identification of the interests behind the positions and their management.
- Acquisition of the techniques of directing the negotiation towards a win-win result.
- Transforming the negotiations in opportunities for relationship construction.
- Identification of the characteristics of various types of customers and the approach strategies in the negotiation.

COMPETENCES COVERED:

After attending this training program, the participants will acquire the following competences:

- They will know how to manage the negotiation flow towards creating a relationship of partnership with the customer and they will understand the importance of this type of relation.



- They will be able to efficiently establish the objectives of a negotiation and follow them by managing the negotiation process in accordance with those.
- They will acquire or develop abilities to deal with the communication, the perception and the emotions during a negotiation.
- They will know strategies to ease the resistance, develop a plan of practical approach of the negotiation in this context.
- They will develop the active listening abilities and their empathy, applied to the negotiation.

STRUCTURE AND DURATION OF THE PROGRAM:

- The duration of the program is of **2 consecutive days + 1 day of follow-up** per group of participants.
- One day of training comprises 6 hours of effective work, distributed in **4 sessions** of 1 ½h.
- **The daily agenda** of the program:

DAY 1	DAY 2
Session 1: 9.00 - 10.30	Session 1: 9.00 - 10.30
<i>Coffee break: 15'</i>	<i>Coffee break: 15'</i>
Session 2: 10.45 - 12.15	Session 2: 10.45 - 12.15
<i>Lunch break: 1+1/2 h</i>	<i>Lunch break: 1+1/2 h</i>
Session 3: 13.45 - 15.15	Session 3: 13.45 - 15.15
<i>Coffee break: 15'</i>	<i>Coffee break: 15'</i>
Session 4: 15.30 - 17.00	Session 4: 15.30 - 17.00