

## Strategic Negotiation Skills

### Overview

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Students will learn the essential strategies and techniques needed to guide negotiations from opening discussions through to a positive result. Students will leave with practical solutions to negotiating effectively.

### Target Audience

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Professionals involved in internal and/or external negotiations.

### Course Objectives

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After completing this course, students will be able to:

- Develop the necessary skills to negotiate like a pro
- Prepare for a negotiation applying best practices
- Utilize industry standard tools and techniques
- Create your Best Alternative to a Negotiated Agreement (BATNA)
- Build common ground and consensus in your negotiation strategies
- Negotiate with experts to develop your skills for success

### Course Outline

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#### 1 - Negotiation Introduced

Identifying Integrative and Distributive Negotiation Types  
Understanding the Three Phases of Negotiation  
Strengthening Negotiation Skills

#### 2 - Preparing for Your Negotiation

Establishing Personal Boundaries  
Deciding on Your WATNA and BATNA and Negotiating Based on Them  
Preparing and Sticking to Your Plan  
Negotiation Strategies

### **3 - Negotiation Process for Success**

Setting the Time and Place  
Avoiding Negative Environments  
Establishing Common Ground and Building Momentum  
Creating a Negotiation Framework, Agreeing on Issues, and Maintaining a Positive Framework  
Working through the Five Steps of Negotiation

### **4 - Best Practices**

Starting Off on the Right Foot  
What to Share and What to Keep to Yourself  
Knowing What to Expect  
Utilizing the Top Ten Negotiation Techniques  
Managing an Impasse

### **5 - Negotiation Tools & Techniques**

Reviewing the Three Ways to See Your Options  
Creating a Mutual Gain Solution  
Agreeing on Wants – Working with What You Want and What They Want

### **6 - Consensus & Agreement**

Building Consensus  
Consolidating and Finalizing an Agreement  
Controlling Your Emotions and Dealing with Personal Attacks  
Walking Away When Necessary

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