

SSM 43 – BASIC NEGOTIATION SKILLS

Introduction

This seminar introduces the basic principles of negotiation and will help improve existing negotiation skills. Negotiation is defined as a communication pattern designed to reach agreement when you and the other party have shared and opposing interests.

Course participants will be introduced to basic negotiation theory and practice. The seminar will also explore the special challenges faced in negotiating deals and resolving disputes. Lectures are combined with case studies and interactive exercises.

Who should attend?

This course is open to anyone wishing to revise or upgrade their negotiation skills.

Course Contents

Session 1: The Basic Principles of Negotiation Skills

Why Negotiation Skills?

- Conflict Management
- Business, family and personal concerns

The 5 Basic Principles of Negotiation Skills

- Be hard on the problem and soft on the person
- Focus on needs, not positions
- Emphasize common grounds
- Be inventive about options
- Make clear agreements

Session 2: Soft Skills for Successful Negotiation

- Creative response
- Empathy
- Assertiveness
- Cooperative Power
- Managing Emotions

Session 3: Approaches to Successful Negotiations

- The Win-Win situation
- Willingness to Resolve
- Mapping the Conflict and Designing Options
- Negotiation
- Mediation
- Broadening Perspectives

Session 4: Questions about Dealing with People

- What if the people are the problem?
- How should I adjust my negotiating approach to account for personality / gender / cultural... differences?
- When does it make sense not to negotiate?

Session 5: Practical Questions

- How do I decide things like, 'where to meet', 'who should make the first offer' and 'how high should I start'?
- Concretely, how do I move from inventing options to making commitments?
- How do I try out these ideas without taking too much risk?
- Can the way I negotiate really make a difference, if the other side is more powerful?
- How do I enhance my negotiating power?