

# *Negotiating to Win*



**A one day work shop from  
sales**x**cellence**

Wellington Park Hotel, Belfast  
Thursday, 20th September 2007

Fee £195.00

To Book Call

0800 328 0702

# Negotiating to Win



## **Everyone negotiates!**

Whether you negotiating the right price for your product pay settlement or trying to get that customer to pay you on time on everyone can gain by learning negotiating skills that help you to win

Negotiation skills will give you a solid foundation in basic negotiating techniques. You will learn when and how to negotiate, how to prepare for negotiating, and how to make every negotiation session a "Win/Win" Management researches estimate that business professionals can spend as much as 60% of their time negotiating with others. *Negotiation skills can transform contention and stalemate into dynamic, productive results.*

**Negotiation:** The process of two or more parties working together to arrive at a mutually acceptable resolution of one or more issues, such as a commercial transaction, a contract, or a deal of any sort.

Negotiation is a give-and-take bargaining process that, when conducted well, leaves all parties feeling good about the result and committed to achieving it.



## **On this One Day Workshop Participants Will Learn**

- Develop Your Skills as an Negotiator
- How to Negotiate
- How to Accurately Evaluate your Position
- Three C's of Negotiation
- How to Prepare for Negotiating
- Planning to Negotiate
- The Keys to Acquiring Power
- Negotiating Process And Tactics
- The Key Factors In Negotiating
- Use of Time
- BATNA
- Discovering What the Other Person Wants
- Eliminate Self-defeating Habits
- Confidence-Building Measures
- Using Interest Mapping

**Venue: Wellington Park Hotel, Belfast**

**Date: Thursday, 20th September 2007**

**Fee £195.00 (fee includes workbook, morning coffee, afternoon tea)**

**To Book Call call salesexcellence 0800 328 0702**

**alternatively you can complete the booking form enclosed and fax to 028 2563 8051**

# Negotiating to Win

## Workshop Content

**Registration:** 9.00 am to 9.15 am

### Module One

**9.30 - 11.15 am**

What does it mean to negotiate?  
How good an negotiator are you?  
Types of Negotiation  
Investigating Your Interests  
The Three C's of Interests  
When Interests Conflict

**11.15 am** Morning Coffee

### Module Two

**11.30 - 1.00 pm**

Understanding BATNA - Elements of BATNAs  
Using Interest Mapping  
The Negotiation Process  
Agenda Setting  
Bargaining

**1.00 pm to 2.00 pm** Lunch Break

### Module Three

**2.00 - 3.30 pm**

Developing a Strategy  
Using Interest Mapping  
Building Long-Term Commitment  
ZOPA

**3.30 pm** Afternoon Tea

### Module Four

**3.45 - 5.00 pm**

Emotions: Dealing with Ourselves and Others  
Confidence-Building Measures  
The Seven Pillars of Negotiational Wisdom

**Your Workshop Leader:** Colly Graham, formed salesxcellence in 1996 after thirty-five years experience in telephone, field sales and sales management. After graduating from college, Colly entered the field of accountancy however after five years decided to change his career direction in sales. First working for a Fortune 500 company in fast moving consumer goods, his career progressed from selling capital equipment, financial services to internet services, with a wide management experience in both telephone and field sales, concentrating on the recruitment, training and development of sales people, in this role he gained experience in designing and building a number of successful Sales teams. Colly brings thirty-five years of practical experience of selling and his ability to empathise with sales people and establish immediate rapport and credibility as a trainer, (the accolade Colly receives from most sales people is "that he has carried the bag"). A licensed master practitioner of NLP Colly trained with Richard Bandler in 1998. As CEO of Salesxcellence has trained and consulted with over five hundred companies since the formation of the company.

# Negotiating to Win Booking Form

To ensure places in this workshop or to request further information please complete the appropriate sections below and fax this to 028 256638051, you can book online at [www.salesexcellence.co.uk](http://www.salesexcellence.co.uk) or email us at [bookings@salesexcellence.com](mailto:bookings@salesexcellence.com)

*For further information call us on Free Phone 0800 328 702*

*Fax this booking form to 028 2563 8051*

Fee: £195 per month

Venue Wellington Park Hotel Malone Rd Belfast

Date: Wednesday 20th September 2007

Delegate Name .....

Contact Name .....

Position .....

Tele No. ....

Fax No. ....

Email .....

## Invoicing Details

Company Name .....

Address .....

.....

Town .....Post Code.....

Purchase Order No. ....

Please note that on all public workshops payment is required by the day of the course. We will fax you joining instructions and your invoice prior to the workshop, payment is required on the morning of the workshop. Cancellations received within seven days of course commencement cannot be accepted, we will however allow a substitute delegate to attend. Cancellations outside of seven days may transfer to the next course.

Signature .....

Please Contact me regarding the following:

- In-house Training
- Consultancy
- Sales Audit