

## Negotiating So That Everyone Wins

This highly interactive 4-hour workshop provides participants an opportunity to develop a proper negotiation mindset, formulate strategies, and then practice their negotiating skills.

### Key Objectives

- Evaluate your position, situation, and offerings
- Collect information and verify needs and positions with appropriate questioning techniques
- Structure your negotiation goals and discussions to create a climate of trust
- Identify appropriate negotiation response strategies to the techniques used by the other party
- Evaluate pricing points, packages, and strategies
- Develop creative situations and solutions so that all concerned feel like winners

### Topics

- Researching and stating your position and goals
- Setting the proper tone
- Structuring your discussion
- Using smart win-win strategies
- Guidelines for pricing issues
- Negotiation pitfalls: tactics to avoid

### Who Should Attend

Anyone who negotiates both internally and externally

### Materials/Texts

Participants receive the text *Communicate with Confidence®: How to Say It Right the First Time and Every Time* (McGraw-Hill) by Dianna Booher. Additionally, they will receive handouts of key principles and exercises to practice with each concept.

### Class Size

25 participants