

High Stakes Negotiation



Duration

2 days

Group Size

Maximum 12 participants

Who Should Attend

Business Professionals

Program Outcomes

- Build perception of value for your solutions in the marketplace by maintaining price in tough negotiations
- Maintain margin on deals by trading rather than donating
- Build your brand through reputation of professionalism and fairness in negotiations
- Understand and use power with discretion with your clients
- Build and maintain strong relationships and loyalty with win/win approaches with the future in mind

Business Challenge

Lack of planning and tendency to succumb to power plays is commonplace, especially when the customer has plenty of choice about where to do their business.

Discounting often becomes the default by vendors keen to win business when the customer uses tactics to get a better deal for themselves. All business people including salespeople need to learn the skill of negotiation to maintain margin and win customer confidence and loyalty in competitive marketplaces.

Program Overview

High Stakes Negotiation seeks to transfer business professionals to a structured, logical and unemotional approach to negotiating the best outcomes for themselves, their partners and clients.

The emphasis is on obtaining a positive result and at the same time being mindful of the importance of the on-going relationship with the other party. During this program we work on three distinct stages of the negotiation: planning, discussion and bargaining, as well as building influencing and persuasion skills to aid in reaching win/win agreements.

"Easily the best workshop I've been to in a long time - I will definitely be putting my learning to use, and strongly believe I'll be more effective in my role by doing so, thanks very much!"

*Relationship Manager
Big 4 Bank*

"As always, I can't speak highly enough of The Synergy Group. Excellent trainers; confident, in control of the group, well prepared and well presented. Life skills such as negotiation skills are priceless and forever important."

*Senior Executive
GTV9*

More Information

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Key Components

- Selling vs Negotiation
- Possible Negotiation Outcomes
- Competitive vs collaborative continuum
- Why win/win? And strategies to achieve it
- The Synergy Negotiation Process; planning, discussion and bargaining
- Developing the negotiation strategy
- Influence and persuasion strategies
- Power and tactics

Research & Approach

Synergy comprises of a seasoned team of consultants, who are constantly researching and developing the most up to date content and practices in negotiation strategies and skills.

The program approach enables participants to apply their own negotiation scenarios to complete key planning, discussion and bargaining. In addition they also review building influencing and persuasion skills to enhance their skills in reaching win/win agreements.

The Results

As a result of attending this program, business professionals will be equipped to:

- Trade rather than donate
- Aim high
- Develop a robust planning strategy to maximise the outcomes of any negotiation
- Set up and conduct an effective negotiation meeting
- Recognise and manoeuvre around tactics and power plays
- Bargain through exploring alternatives to enable a win/win outcome