

**Master Negotiation** is for senior individuals involved in negotiations where the stakes are high. The program uses current negotiations in which participants are involved to ensure relevance and impact. Negotiation strategy, successful bargaining tactics and enhancing personal negotiation style are all addressed.

Master Negotiation is particularly suitable for environments where the stakes are high, the outcome is politically sensitive, or where there are multiple issues to bargain. This includes situations ranging from merger and acquisition to construction and major sales.

## Who should attend?

MNP is only suitable for senior people who are already effective negotiators. The program takes participants to the next level by introducing advanced techniques to achieve better outcomes and build relationships.

## Program Outline

- Seven questions master negotiators ask
- High stakes negotiation strategy
- Maximising value and building relationships
- Dealing with negotiation combat
- Applying negotiation strategy to outcomes
- Understanding position bargaining versus interest bargaining
- Recognising how to anticipate another party's case and position
- How to use a wide range of negotiation tactics
- Handling the stress of high stakes
- Advanced value based negotiation
- The War Room and leading a high stakes negotiation team

## Benefits for Participants

Participants benefit from achieving better commercial outcomes whilst building relationships for future interactions. Key program outcomes include:

- Understanding the dynamics of successful negotiation strategy
- Knowing how to maximise the results of each deal
- Building the power of alternative means of settlement
- Moving the focus from price to other issues
- Achieving better outcomes while building relationships
- Developing persuasive value propositions
- Negotiating with multiple positions
- Staying confident when the stakes are high
- Building a flexible negotiation style
- Knowing how to counter damaging tactics
- Developing collaboration and partnership
- Managing the tension of high stakes negotiations
- Knowing when and how to walk away



A fresh  
perspective  
on YOUR  
performance