

**Professional Negotiation** ensures maximum value is extracted for every business transaction. That's where Professional Negotiation is required, when you need a process to ensure your commercial outcomes are maximised while a long term relationship is built. Many people agree to less than ideal terms because they are not sure how to negotiate. This program addresses that need. People who know how to negotiate know how to get the best deal in every situation they are involved in. Successful negotiation strategies are introduced as participants apply them to their real customer negotiations.

### Who should attend?

PNS is for every Executive, Manager and Team looking for a negotiation approach where they need to both achieve better commercial outcomes and develop long term relationships with customers whether internal or external.

### Program Outline

- Setting negotiation goals
- Sources of power
- Identifying Bargaining Issues
- Developing Relevant Strategies
- Building position models around each issue
- Knowing how to read the other party's strategy and adjust accordingly
- How and when to adjust your negotiation style to achieve the outcome
- Protecting and building your price and revenue base
- How to frame your offers in a way that is most likely to get accepted
- Dealing with tough negotiators
- Various role plays

### How will participants benefit?

When participants attend the program they benefit in four main ways:

- Feel more confident about achieving better negotiated outcomes and look forward to their next deals
- Understand how to plan the strategy for a negotiation to ensure they maximise the sales value and build the relationship
- More versatility in how they deal with customers, particularly customers who are tough negotiators
- Achieve more robust outcomes



A fresh  
perspective  
on your  
performance