



Course Outline

Sales and Customer Care Skills Series

This outline is intended as a guide to the possible content of a course.

In practice, our courses are tailored to meet the requirements of our clients.

Negotiating Skills

Overview

Successful negotiations involve an element of trade or bargaining, an exchange of one valuable resource for another to enable both parties to achieve a satisfactory outcome.

This highly practical course will show you how to pursue your objectives whilst maintaining positive and co-operative relationships with your customers, both internal and external.

Outcomes

By the end of this course, you will be able to:

- list the key elements of a structured negotiation process
- identify the real meaning of 'win-win' within the context of negotiations
- plan and prepare ahead of the negotiation
- demonstrate the communication skills required to negotiate a successful outcome
- identify the benefits of being able to successfully influence others.

To support the achievement of the above, you will have the opportunity to practise and develop your practical skills using a number of small group, paired and individual exercises. You will also be encouraged to develop a *personal action plan* to support your continued learning back in the workplace.

Duration

1 day

Key Areas Covered

- What makes a good negotiator?
- What is your current approach to negotiating?
- Negotiation as a structured process.
- The real meaning of 'win-win'.
- Preparing and planning ahead of the negotiation.
- What to say in the first five minutes.
- Effective/appropriate communication skills:
 - the importance of body language, tone and words
 - developing listening and questioning skills.
- Identifying assertive behaviour and how it can help you to deal with difficult situations.
- The importance of building a rapport with your customers.

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