

PERSUASIVE NEGOTIATION SKILLS



Communication Skills Course

LEARNING OUTCOMES

- Enter negotiations with confidence, fully understanding the key skills and elements involved.
- Assess personal negotiation styles and effectiveness, identifying strategies for different situations.
- Recognise personal strengths and areas for improvement to maximise impact.
- Apply successful behaviours and techniques to manage high-stakes negotiations effectively.
- Communicate persuasively and assertively to achieve clear outcomes.
- Balance your objectives with the needs of the other party to create mutually beneficial agreements.
- Identify potential challenges and develop solutions to overcome negotiation obstacles.
- Create a personal action plan for continuous improvement and long-term negotiation success.

COURSE OVERVIEW

In today's fast-moving business environment, success favours those who negotiate with confidence and influence others to achieve ambitious goals. Negotiation isn't just about following a meeting structure—it's about understanding people. This programme explores negotiation styles, persuasion methods, and practical strategies to boost personal performance and impact. It is ideal for team members looking to enhance their negotiation skills and build confidence in a variety of workplace situations.

TOPICS COVERED IN THIS COURSE

Understanding Negotiation

Explore what negotiation is, why it matters, and the differences between adversarial and cooperative approaches.

Negotiation Process & Planning

Learn how to prepare effectively using checklists, structure negotiations, and plan strategies for success.

Personal Power & Influence

Identify ways to increase personal power, understand your negotiation profile, and leverage strengths to influence outcomes.

Behavioural Analysis & Styles

Recognise different behaviour types, adapt your approach, and manage challenging behaviour effectively.

Managing Relationships & Positioning

Navigate key relationships, establish your position, and control dynamics to achieve constructive outcomes.

Tactics, Concessions & Movement

Master negotiation tactics, manage concessions, handle pricing discussions, and steer negotiations toward agreement.

Communication Skills

Develop control over verbal and non-verbal communication, ensuring clarity, influence, and impact throughout negotiations.

Closing & Avoiding Mistakes

Learn strategies for successful closure, recognise common pitfalls, and take control to secure optimal results.