This programme can also be delivered in-house for your organisation on your preferred dates, at your premises or ours.

15 – 16 October 2019

THE ART OF NEGOTIATION

Put yourself a decade ahead of the pack by understanding and practising the crucial aspects of negotiating.
When you realise that executives spend 80% of their day negotiating, it makes business sense for all professionals to start honing their negotiation skills for future success. In fact, the return-on-investment for negotiating skills training is almost immediate. New brain research has also made this negotiation programme simpler and more powerful as a tool for improving organisational growth and effectiveness. By concentrating on a few big discoveries, neuroscience has enabled the course to focus on an innovative approach that produces a negotiating system that is intuitive and easier to implement.

Key focus areas:
- Case studies to practise the CUSP® Negotiating System methodology;
- In-depth discussion on the CUSP® Negotiation System;
- How to plan your variables of negotiation (Perfect Value, Acceptable Value, and Reservation Value using a preparation checklist);
- How to plan your contender’s variables and anticipate their alternative strategies;
- Know how to “logroll” (make trade-offs);
- Top-10 golden rules of negotiating;
- Top-10 ways of building trust;
- Top-10 body language tips for negotiators;
- Top-7 mistakes of negotiators; and
- The 4-stages of objection handling.

Who should attend?
This course is appropriate for professionals who want to learn how to persuade, inspire, influence, and negotiate including:
- Managers, leaders and supervisors;
- Executives; and
- Sales consultants.

How you will benefit:
- Understand what our brain is going through during the persuasion process;
- Adapt the neuroscience of persuasion to negotiations;
- Learn how to build trust fast through preparation and body language;
- Apply the simple CUSP® Negotiating System – a step-by-step method that is easy to remember and implement;
- Learn how to handle objections with empathy and assertiveness; and
- Know how to wrap-up and close negotiations.

Why
Effective negotiation skills help you:
- Anticipate potential scenarios, whilst remaining calm, assertive and creative.
- Achieve high-impact business results the high-trust way.
- Take the anxiety out of negotiations and enjoy the process more.
- Understand how to include team members’ inputs and highlight their negotiation priorities.
- Close more transactions, handling objections the high-trust way.
- Achieve your return on investment more quicker and easier.