



EXECUTIVE EDUCATION>PERSONAL & ORGANISATIONAL EFFECTIVENESS



# The Art of Negotiation

Put yourself a decade ahead of the pack by understanding and practising the crucial aspects of negotiating.

**15 - 16 October 2019**

THIS PROGRAMME CAN ALSO BE DELIVERED IN-HOUSE FOR YOUR ORGANISATION ON YOUR PREFERRED DATES, AT YOUR PREMISES OR OURS.

**Gordon Institute  
of Business Science**  
University of Pretoria

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.

## Course info



### FACULTY > Ian Rheeder

To answer the central theme: 'What makes a negotiator successful?' Ian draws on 30-years of practical experience and an obsession with studying neuroscience. To this end, he developed the simple CUSP® Negotiating System.

Over the past decade Ian has successfully trained thousands of negotiators using the CUSP® methodology as a simple yet powerful persuasion system.

He is a Chartered Marketer and holds an MSc in Persuasion Science (cum laude).



**FEE >** R 20 500 (includes tuition, instruction material, lunches and refreshments and is VAT exempt).



**DURATION >** 2-days



**DATES >** 15 – 16 October 2019



**VENUE >** TWIMS,  
74 Everton Road, Kloof, Durban

### 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:

At the end of the programme, you will be able to:

- > 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.

## WEEKLY MASTER THE ART OF NEGOTIATING

### 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.



For enquiries call **+27 (0)11 771 4326** or email [vickers@gibs.co.za](mailto:vickers@gibs.co.za)

This programme can also be offered in-house for your organisation.

