



WATA Knows... and you can too!

Leadership and Management Courses

Negotiating Skills

In business you get what you negotiate! Strong negotiation skills can help you get a better price for your product and close a successful deal. You'll understand negotiation strategies, cope with objections and develop your own powerful price-negotiation technique.

On this course you will learn to:

- ✓ Apply the key principles of negotiation you're involved in
- ✓ Control the negotiating arena to maximise the likelihood of a positive outcome
- ✓ Plan to ensure you are set up for success
- ✓ Understand the core buyer strategies and have robust strategies in place to deal with them
- ✓ Uncover real objections and work with your customer to find your solution
- ✓ Discover powerful price-negotiating skills
- ✓ Unlock your inner potential
- ✓ Understand your pitch, objective and walk-away point
- ✓ Know how to trade concessions and maximise variables effectively
- ✓ Seeing the negotiation from the other persons perspective
- ✓ Advanced listening skills to build rapport
- ✓ Appreciate your own 'natural' negotiation style

What does the course cover?

- ✓ The negotiation process
- ✓ Strategies and tactics
- ✓ Advanced listening and questioning skills
- ✓ Tools to handle objections
- ✓ Planning to negotiate
- ✓ Using concessions powerfully
- ✓ Negotiating styles – yours and other people's

This course is ideal for sales executives, buyers, account managers; managers and directors who want to increase margins, and anyone who negotiates anything... with anyone!

Course Dates

2011: 26 Sep

2012: 8 Feb; 24 Sep

**Course fee: £225 + VAT per delegate
Plus ILM fees if required**

Delegates are provided with course handouts, lunch and refreshments

Duration 1 day

(9:15 am to 4. 30 pm approximately - please arrive 15 minutes before the course is due to commence)

All courses are adapted to suit your needs and accreditation with **ILM (Institute of Leadership &**