

## Negotiating Skills

**A one-day workshop on  
the techniques and attitudes needed to become a  
successful negotiator for money, time, coverage,  
or whatever is needed**

PROFESSIONAL  
£325\*



\*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

### Aims of the course

Negotiation is an essential skill, especially in organisations of any complexity. It occurs both formally and informally.

On this course, delegates learn the process of negotiation. This helps them to deal with a variety of situations successfully. They learn to negotiate confidently for desired outcomes.

### Delegates learn how to:

- Define what they want and get it
- Deal confidently with both clients and co-workers in negotiations
- Listen to what the other party wants
- Always get the win/win
- Recognise the results of effective and non-effective communication



PR Training Provider

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### COURSE CONTENT

#### Preparing for Negotiation

How to prepare for any negotiation thoroughly and professionally. Knowing the things you need to know before entering the negotiation process. Researching the variables.

#### Outcomes

How to recognise the various outcomes of a negotiation and get the one you want. Understanding how these might differ from the outcomes of the other party.

How to see the advantages and disadvantages of various results.

#### Everyone Can Win

Using your negotiation skills to achieve the best outcome for all involved. Discovering the freedom of win/win and the results it can provide. Using variables to get win/win.

#### Rapport

Getting win/win demands effective communication. How to listen to yourself and what you may be inadvertently communicating. Building the good, trusting relationship on which to base the negotiation process.

#### Creative Solutions

Creative solutions are those which, while not obvious at first, often hold the answer to the negotiation. How to think creatively to provide the perfect answer to your needs. Looking at problems in a different way.

### Plan your training

*Negotiating Skills* is for anyone who has to take part in formal or informal negotiations. It is for all those who are interested in improving business relationships to benefit everyone. It is complemented by *Building Successful Business Relationships* and *Assertiveness Skills*.

Each course is self-contained. They can be taken in any order.