

# Strategic & Tactical Negotiation

## Outcome

Delegates should be able to:

- Negotiate more effectively, thus improving business/customer relationships, and therefore improving business.
- Understand how to develop more positive outcomes from customer relationships to achieve a win: win situation
- Managing conflict in a negotiating environment

## Course Content

To enable delegates to develop their negotiation skills and therefore preventing “people problems” and maximising potential business development opportunities.

## **Key Topics**

- Strategic negotiations mean strategic planning
- Examine your limiting beliefs and behaviours...
- Negotiation not argument – bargaining to reach a mutually acceptable agreement.
- Aiming for long term relationships
- Negotiation – competitive or collaborative?
- Listening – the art of business negotiation
- Self perception profiling
- Develop a strategy - fail to plan and you plan to fail