



Training & Coaching Consultancy

The difference operator – effecting a change or difference

DELTA

The Difference that makes the Difference



The Art and Science of Win-Win Negotiation

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Delta's negotiation training takes the best of negotiation processes and allies to that the overriding power of People Technology™ to understand and resolve people issues, put in place a simple step by step negotiation process and deliver true win-win agreements that actually improve business relationships.

Imagine your team leaving this class with a completely new perception of the world of negotiation and communication and ready to use a toolkit packed full of the best techniques and process for negotiating true win-win solutions, immediately.

Some home truths about negotiation:

- Negotiation is uncomfortable for many people
- We negotiate every day
- Unskilled negotiation damages external and internal business relationships
- People are generally unskilled and untrained in negotiation
- Agreements are decided on emotional issues and justified with logical reasons.

Try this now... just imagine yourself buying a car or house or even accepting a job offer. You reach that point where you want to go ahead and it's time to discuss money; to get the best deal.

Take a moment now and as you begin to run that movie in your head what uncomfortable feeling do you get in your gut?

Negotiation seems to be one of the situations that generate most discomfort for people along with meeting strangers and public speaking.

And yet we negotiate all the time: for resource, for services; we negotiate over product deals, over workload, initiatives, commitment, change, decisions; we negotiate with work colleagues, suppliers, customers, stakeholders, kids, partners, strangers.

So if we negotiate so often why are we so bad at it? why does it make us feel so uncomfortable and cause so much bad feeling when all we are trying to do is reach a positive conclusion, reach agreement, feel okay about it and move on?

It's because we have FEAR. Fear of being ripped off, fear of being rejected, fear of losing the deal. The problem arises because we are actually, not really, negotiating for a win-win scenario. More often than not we are negotiating a win for us and a loss for the other party, or at least negotiating to get our own way... and the big FEAR is that the other person is trying to do the same to us. Okay you may not feel comfortable calling it fear but we know that fear is where it stems from.



Alarmingly, many people often negotiate from a position of strength and fail to realise that in repeatedly pushing for win-lose scenarios *they* ultimately lose out. Every time a win-lose scenario is forced upon another party the relationship deteriorates by one more step and with it goes all the things we may value: supplier commitment, customer loyalty, employee morale. This may not matter much in a one off second hand car negotiation, but it is important if we desire a positive ongoing relationship with a supplier, customer, partner, family member...

What is most important to realise is that it is actually people issues, interests, values and emotions that are most at play in negotiation. The logic of the situation is what we discuss, but it is the motive issues that really drive the outcome.

Most negotiation courses simply deal with the logical steps and process of negotiation. Delta's negotiation training takes the best of logical, rational, negotiation processes and allies to that the overriding power of *People Technology™* to understand and resolve people issues, put in place a simple step by step negotiation process and deliver true win-win agreements that cause an increase in relationship currency over time.

The Course

This fascinating 2 day module is packed with negotiation magic and includes:-

- An overview of the negotiation process
- Negotiating versus bargaining
- Understanding how communication preferences affect negotiation
- Maintaining rapport during negotiations
- Influencing skills for negotiators
- Values and interests: getting to the heart of the emotive issues
- A detailed look at the negotiation process
- Preparing for negotiation
- Establishing your walk away threshold
- Separating the people from the issues
- Setting the ground rules
- Establishing interests: getting to the heart of the issue.
- Discovering options
- Choosing solutions
- Solution Criteria
- Recording the agreement
- Dealing with difficult negotiators



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Your Instructor

Dave Sellers is an experienced sales and marketing professional and business leader, NLP Master Practitioner and Coach Practitioner who now continues to provide the sales and marketing momentum for a number of training organisations. Over the last decade Dave has sold everything from ultra hi-tech hardware, through to software, consulting services and inter-company partnership to some of the biggest names throughout Europe including Alcatel, Ericsson and Nokia. He has been teaching business skills and process for 5 years whilst continuing to sell, market, research and to develop some of the most advanced material available. Customers use his methods in every market from consumables to hi-tech infrastructure and financial services. Due to the combination of Dave's wealth of experience in the crucible of real-world business plus his in depth knowledge of 'People Technology' the calibre of material Dave uses is not available from any other business training organisation.

Dave currently leads Delta's sales and marketing activities and so 'walks his talk' as a sales and marketing executive, applying what he teaches on a daily basis.

Contact

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