



# The Art of Negotiation & Influence

## Course Description:

Experience an engaging workshop for those who want to develop the skills of great negotiators and understand the psychology of influence. Learn the skills and attitude necessary to successfully create the perceived win/win necessary when negotiating with anyone.

## Course Objectives:

**After completing this workshop, you will have the tools and deep understanding of how to influence others toward your way of thinking in order to achieve your objectives. Negotiating involves communication, collaboration and compromise, and these can be used as positive and effective strategies to find pathways to agreements that other methods miss.**

- Learn how to establish a powerful negotiation strategy.
- Identify the single most important key to negotiation success
- Learn how to use all of your communication skills to negotiate the best deal
- Learn the various negotiation styles.
- Understand how to create a Win/Win vs a Win/Lose outcome
- Learn the components of successful negotiations
- Understand what drives behavior.



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## Who should attend?:

We all negotiate everyday, whether it is for a deal with a prospect or client, or internally with co-workers, managers, staff and other departments. Everyone would benefit from this workshop training

## Why should you take this workshop?:

### Learn how to prepare for any negotiation

- Learn the negotiation approaches that influence needs, goals and relationships
- Understanding Personality Styles is critical to success in negotiation and influence
- Learn the 3 Levers of Negotiation and how to pull the correct one for a win
- Learn how to negotiate without authority

### Communication Skills

- Learn the various communication styles and adapt to gain credibility
- Common communication mistakes you must avoid
- Identify the message behind the words being spoken

### Positive Influence or great results

- Learn the psychology of Influence
- Overcoming difficult obstacles in any negotiation
- Turning a negative into a positive through influence
- Avoid credibility robbers