

Negotiating with Confidence: Techniques for Successful Results

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Effective negotiation in today's business world involves gaining cooperation to find solutions without creating resentment or hostility from others along the way. A good negotiator knows how to create opportunities for mutual gain and build long-term business relationships.

Successful negotiating is a skill, and like other skills it can be both learned and improved upon. *Negotiating with Confidence* will teach you important strategies to not only get what you want, but help others get what they want, as well. This pragmatic program is designed to teach you to apply the principles of win-win negotiating, which are essential to the kind of consultative selling approach customers now demand.

Negotiating with Confidence will increase your knowledge of human behavior and rapport-building in the negotiating environment. With this knowledge—the foundation of all negotiations—you will be able to consistently create satisfying solutions.

"Let us never negotiate out of fear, but let us never fear to negotiate."

John F. Kennedy

You Will Learn To:

- Effectively use proven strategies for successful negotiating
- Identify your primary negotiating style
- Prepare in advance for a positive outcome in all your negotiations
- Uncover the internal interests of the party with whom you are negotiating
- Avoid common but critical mistakes in all negotiating settings

You Will Benefit By:

- Obtaining a higher level of self-confidence in all negotiations
- More consistently achieving positive, win-win results
- Increasing your ability to create long-term relationships and ongoing business
- Realizing an overall improvement in your negotiation skills and style
- Preparing a strategic plan for an actual post-course negotiating session