

Negotiation Skills

Objective:

Negotiation is a dialogue between two or more people or parties intended to reach a beneficial outcome over one or more issues where a conflict exists with respect to at least one of these issues. This beneficial outcome can be for all of the parties involved, or just for one or some of them.

It is aimed to resolve points of difference, to gain advantage for an individual or collective, or to craft outcomes to satisfy various interests. It is often conducted by putting forward a position and making concessions to achieve an agreement. The degree to which the negotiating parties trust each other to implement the negotiated solution is a major factor in determining whether negotiations are successful.

Outline of topics

Module 1: Introduction to negotiation (4 hours)

- Identify the qualities of successful and unsuccessful negotiators.
- Define negotiation and provide examples of when you have negotiated in and outside work.
- Identify a negotiation situation you will practice during class.

Module 2: Personality types (5 hours)

- Explain the benefits of knowing personality styles.
- Explain the behaviours as well as the strengths/weaknesses of each personality style.
- Identify your own personality style.
- Identify how to work more effectively with each personality style while negotiating.

Module 3: Personality areas (3 hours)

- Explain how to choose a negotiation strategy based on relationship and results.
- Define positional bargaining.
- Identify the differences between "Soft" and "Hard" negotiating.
- Define principled negotiation. Identify the four steps in the negotiation process.

Module 4: Preparing for negotiation (3 hours)

- Identify fears and “hot buttons” as well as strategies to overcome them.
- Identify areas to research on your side and on your opponent's side.
- Define your BATNA (best alternative to a negotiation agreement),
- WATNA (worst alternative to a negotiation agreement),
- WAP (walk away point) and ZOPA (zone of possible agreement).
- Skill practice: Prepare for your personal negotiation situation.

Module 5: Opening the negotiation (4 hours)

- Explain how to create a positive first impression.
- Explain the importance of "small talk" and finding common ground in negotiation.
- Explain how setting ground rules can influence a negotiation.
- Identify important negotiation ground rules.

Module 6: Bargain areas (3 hours)

- Exchange information and bargain
- Explain how to initially exchange information.
- Identify contingency plans for unfavourable situations.
- Explain bargaining techniques.
- Explain strategies for inventing options for mutual gain.

Module 7: Areas of opposition (4 hours)

- Handle opposition
- Explain strategies to bring your opponent from NO to YES.
- Identify strategies to deal with negative emotions.

Module 8: Negotiation strategies (4 hours)

- Close the negotiation
- Explain how to move from bargaining to closing.
- Explain the closing process.
- Practice your personal negotiation situation and get feedback from other participants.