



Negotiating for Results

How You Will Benefit

After completing this course, students will know how to:

- Use a process to conduct a successful negotiation, use effective communication and questioning during a negotiation, and handle the different types of negotiation styles and situations.
- Gather information about the other party and estimate the other party's requirements based on the information.
- Gain control in a negotiation, recognize negotiation tactics used to gain an advantage over the other party, and respond appropriately to the use of unethical tactics.

Course Content

Unit 1: Establishing your terms of agreement

Students will learn that objectives are what you want to accomplish during a negotiation. They will also learn about the different types of objectives that can be accomplished during a negotiation. Next, they learn about the different variables that allow each party to be satisfied with the outcome of a negotiation. Finally, they will learn about the process of establishing requirements for a negotiation. They also learn that, in order to work well with a negotiating team, they should be open-minded, encourage all view points and listen actively.

- **Topic A:** Understanding negotiation objectives
- **Topic B:** Understanding and establishing your requirements

Unit 2: Researching the other party

Students will learn that they can gather information about the other party through the Internet, magazines and periodicals, communications with the other party, word-of-mouth and competitors. They also learned that it is important to gather information about the individuals present in the negotiation. Finally, they will learn about the process for estimating the requirements of the other party. They will also learn that it is important to keep your team informed about the other party.

Topic A: Information gathering

Topic B: Estimation of the other party's requirements

Unit 3: Preparing for an agreement

Students will learn that a concession is an objective or part of an objective that you decide to forego achieving in order to satisfy the other party. They also learn about the process of formulating a plan for an agreement. They will learn that logistics are very important to a negotiation. Finally, they will learn about the where, when, who and what logistics.

Topic A: Planning for an agreement

Topic B: The negotiation environment

Unit 4: Conducting a negotiation

Students will learn about the process of conducting a negotiation. They also learn that, in order to conduct a successful negotiation, they need to follow certain guidelines. Next, they learn about the guidelines for effective communication. They also learn about the barriers to effective communication and the ways of overcoming the barriers to effective communication. Finally, they will learn about the different negotiation styles, including compromising, accommodating, collaborating, avoiding and competing. They will also learn about the different ways to handling negotiation situations.

Topic A: Understanding the negotiation process

Topic B: Communicating during a negotiation

Topic C: Challenging negotiation situations

Unit 5: Advanced negotiating tactics

Students will learn about gaining control and the types of questions to ask in a negotiation. Next, they will learn that different negotiation tactics include highball/lowball, delay/time pressures, stonewalling, bad temper, splitting the difference, and good guy/bad guy and how to handle each tactic. Finally, they will learn about identifying illegal or unethical behavior and about responding to unethical tactics.

Topic A: Control in negotiations

Topic B: Negotiation tactics

Topic C: Negotiation ethics