

Win-Win Negotiation (Level A)



Underpinning Competencies

- Directional Clarity
- Giving Clear Information
- Getting Unbiased Information
- Listening and Organising
- Identifying and Solving Problems

Linked Assessments (where applicable)

- Negotiating Style Profile

Elective

The dictionary defines negotiation as “Conferring with another with a view to compromise” or “The bringing about of a desired objective”. It sounds simple enough and yet we know that negotiation seems sometimes to be a protracted affair, with those doing the negotiation around the world appearing, at times, to be immovable objects.

As a manager you will engage in some form of negotiation every day, yet this topic does not feature in most management programs. Other modules will deal with customer relationships and communication skills.

This module has been produced to arm you with the skills to negotiate for “Win-Win” outcomes in many different situations that as a manager you will encounter every single day.

Objectives

At the end of this module you will be able to:

- recognise your normal negotiating style and apply remedial action to improve it if appropriate
- recognise the importance of preparation when negotiating
- understand the customer’s objectives and deal with perceived competitors’ threats
- calculate your negotiating options
- conduct a SWOT analysis of your negotiation position
- recognise the difference between assertive, aggressive, and passive behaviour in yourself and others
- aim for win-win and be a better negotiator.