



Influential Negotiation™

Building Agreements with Others

Negotiation is an interactive communication process, with all parties seeking to achieve an optimal result. As a negotiation moves through its phases and more information is revealed; each party has an opportunity to weigh the costs and opportunities of particular courses of action. They look for possible alternatives that the other side can offer or accept. All parties are trying to shape the final agreement that will meet their own needs and the needs of other parties in a way that enables them to maximize benefits and minimize costs. A key toolkit for negotiators is a good set of influence skills.

In this program, participants approach negotiation as an opportunity to build agreements that are low in cost and high in value; agreements that will be implemented and sustained over time. They practice using the behavioral skills of influence to persuade the other party to negotiate with them, to elicit key information, to encourage others to disclose underlying needs or to reveal the options that they are willing to offer, to gain acceptance of offers and commitment to implementation. Through understanding and managing the structure and tactics of negotiation and developing their influence skills, participants develop confidence and competence as negotiators.

Objectives and Outcomes

As a participant, you will be able to:

- Develop and practice a variety of influence behaviors
- Establish clear and powerful influence goals
- Analyze the process of a negotiation, know the milestones toward achieving agreement, and manage the process effectively
- Identify important underlying needs and develop options for meeting them
- Choose appropriate behavioral tactics in any negotiation, formal or informal
- Create strong, lasting, mutually beneficial agreements that meet the needs of all parties and build a negotiating relationship for the future.

Who Should Participate?

- Individuals responsible for working with customers, suppliers, subcontractors, resellers, or service providers
- Individuals involved in negotiation about priorities and resources.





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Course Outline:

- What is Influential Negotiation?
 - Introduction to key definitions and concepts; identification of real negotiation opportunities for later practice
- Benchmark Exercise
 - Multiparty negotiation exercise
- Influence Model Overview
 - Introduction of influence behavior model, analysis and review of benchmark exercise
- Behavioral Skill Practice
 - Negotiation exercises emphasizing use of influence skills
- Assessment Review
 - review of feedback and development of personal learning goals
- Constructive Negotiation Model Overview
 - Introduction and application of negotiation process model
- Understanding Needs and Options
 - Presentation and exercises for eliciting needs and developing options to meet them
- Tactical Attitude
 - Presentation on negotiating tactics and exercises for selecting a tactical approach that is appropriate to the situation
- Managing the Negotiation
 - Practice in managing the phases of a negotiation
- Planning and Implementing an Influential Negotiation
 - Introduction to and implementation of a negotiation planning process and practice in conducting influential negotiations.



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