

# Negotiation Skills Workshop

**A seriously fun workshop that delivers classic negotiation skills and tactics and puts them to use using custom role-playing scenarios.**

**Caution: This can be both fun and educational**

Attendees who would benefit from this half-day workshop include

- Salespeople
- Buyers of products and services
- Other people who have no choice but to negotiate

## Methodology

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Since we believe that people learn best by doing, not by listening, our methodology is to deliver just the essential negotiation skills and tactics (that we've identified together) and then we turn the people loose to use them. So most of the workshop is spent having the attendees work in small groups to engage in your-industry specific role-plays. They put their new knowledge of key negotiation skills and tactics to use immediately. Here are the benefits of this methodology:

- Because our delivery is fun and engaging, the audience embraces even a review of already known information.
- The use of real-life role playing scenarios means higher levels of retention and usefulness.
- Participants practice new skills with their colleagues in a small group environment, promoting the exchange of ideas and cooperative learning.

## Workshop Format

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The training is provided in workshop format, where the attendees actively participate in the instruction and facilitation of the program. With this format, the attendees will learn as much, or more, from each other as they will from our trainer.

This half-to-full day workshop begins with an overview of key negotiating concepts and techniques. This establishes a common knowledge base, leading to building of more advanced skills. The focus is on both the most effective and the most commonly used negotiation tactics and counter tactics that are used in your industry.

Then, for the balance of the program, participants break into small groups (four to six people) and role-play their new skills.

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# Negotiation Skills Workshop Course Modules

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## **Self-Evaluation**

A quick quiz that dispels some preconceived notions and promotes active discussions.

## **Some Truths About Negotiating**

Distilled from our extensive research, these truths are elegantly simple but ultimately powerful.

## **Negotiating Power**

Knowing who has which of eleven types of negotiating power will help you realize your own leverage and help you understand your options when dealing with the other party.

## **Warm-Up Exercise**

The sequence and amount in which you make concessions can communicate future behavior. This exercise helps attendees realize what they're saying by what they do.

## **Before You Negotiate**

Thorough planning and preparation results in more effective outcomes. A successful negotiator must prepare for each negotiation by selecting positioning strategies and establishing parameters for compromise - as well as anticipating the other parties' strategy.

### **Establish Business Objectives**

Without first establishing clear objectives, negotiations may end in confusion or loss. This introduces a process for developing sound business objectives and making accurate assumptions about the other parties' objectives.

### **Gather Information**

Knowledge is power. This module takes the attendees through a "strategy grid" to assist in planning negotiation strategies and tactics.

### **Plan Your Strategy and Tactics**

The final preparation step is to establish (1) opening positions, (2) bottom lines, and (3) the relative value of possible concessions. Together, with the information from the preceding modules, this will help develop an actionable negotiation plan.

## **Negotiation Tactics and Counter Tactics**

The 12 most common and effective negotiation tactics and counter tactics, with customized examples of their use, are presented in this module.

## **Compromises**

This module looks at the elements of a successful compromise and how it can be achieved.

## **Gaining Commitments**

This module teaches skillful questioning and listening techniques for discovering the other parties' (1) negotiating objectives, (2) opening positions, and (3) areas for potential compromise.

## **Reviewing Your Negotiations**

Learn the value of reviewing each negotiation session by comparing planned strategies and objectives with actual results. Understanding what happened and why - and then using this knowledge to prepare for the next negotiation session - is key to maintaining a long-term relationship based on trust and credibility.

