

# Effective Negotiation Skills Training



[www.aa-academy.co](http://www.aa-academy.co)



## OVERVIEW

Negotiation is an integral part of getting business deals done, affecting the profitability and market value of an organization. Negotiation parties could be the customers, suppliers, investors, and even the employees of the organization. Winning a negotiation is often seen as a key to business success and the desired outcome. Yet, there is no guarantee that one can always be the winner. Hence, this course is designed to help organizations to improve their employees' negotiation skills to achieve win-win situations for everyone involved.

## LEARNING OUTCOME

By the end of this course, participants should be able to:

01

Understand the concepts and importance of negotiation.



02

Apply the negotiation skills in their daily work to get positive business results.

## COURSE OUTLINE

- 1 Key concepts and vocabulary.
- 2 Three dimensions of negotiation.
- 3 The dilemma of negotiator.
- 4 Strategies for creating and capturing value in negotiation.
- 5 Communication skills essential to effective negotiation.
- 6 How to deal with difficult situations.
- 7 Understanding yourself and the other side.
- 8 Managing the negotiation process.

**Course Duration:** 1 day.

**Training Approach:** Lecture, role-play and group discussion.

**Target Participants:** Anyone who are involved in negotiation with other parties.

**Class Size (max):** 20 participants per class.