

## **BUSINESS NEGOTIATION**

### **Course Objectives**

In the business environment, negotiation is an ongoing activity. We have to negotiate with customers to conclude sales; with suppliers to conclude contracts; with the banks to obtain financial services; with the government authorities to obtain approval; and with other parties that are connected with the business.

Business negotiation is a set of communication techniques that are used to find solutions to disagreements between two parties. The aim is to resolve the disagreement and find a solution that is acceptable to both parties.

In business negotiation, the negotiator must be equipped with effective communication skills and interpersonal skills to achieve results that make both parties feel that they are winners.

### **Course Outline**

- Fundamentals of Business Negotiation
- Negotiating Techniques
- Win-Win Approach
- Strategy & Tactics
- The Negotiator
- Developing effective communication skills
- Using charisma & diplomacy to influence favourable results
- Countering Negative Tactics