

## **Business to Business Negotiating Skills**

*Creating Profitable, Long-Term Business Relationships*

Whether your style is “love to bargain” or “please don’t make me dicker”, this session delivers the key principles, elements, and skills of creating successful deals for fruitful, long-term business relationships. Negotiating success depends on how well you can help others get what they want, on your terms. Maximize your results with vendors, customers, and colleagues in this power-packed program.

Participants learn why it’s important to bond before bargaining, how to identify the facts and feelings essential to a deal, how to create successful strategies, position interests, uncover what the other side really wants, and communicate it all with confidence, composure, and persuasive punch. You’ll learn how to prepare, probe, propose, and close deals that optimize your success.

### **Learning Objectives**

- Learn to how prepare, probe, and propose with persuasive punch
- Create negotiated agreements that optimize both short- and long-term results
- Avoiding common mistakes, dirty tricks, and damaging haggling tactics
- Energize your success by knowing the facts, fears, friends and foes of a deal

### **Format**

Breakout session to full-day seminar

### **Content**

#### **THE ART OF NEGOTIATING**

What is Negotiating?  
The Tactical Communication Process  
Primary Skills and Activities  
Choosing Your Strategic Approach

#### **PREPARATION**

Thinking through a Buy/Sell Deal  
Key Concept—Position vs. Interest  
Using the Preparation Checklist  
Identifying the “Elements” of a Deal  
Focusing on Facts AND Feelings  
Know Your Limits!  
Preparing Your Opening Statement

#### **PROBE AND PROPOSE**

The Thoughtful Exchange of Information  
Core Communication Competencies  
Observation and Listening Skills  
Communication Effectiveness

#### **STRATEGIES AND TACTICS**

Applying Positive, Negative, and Normative Leverage  
Negotiating From Strength or Weakness  
Concession-Making Do’s  
Common Concession-Making Mistakes  
Eight Rules to Maximize Your Success

#### **COMMON NEGOTIATION GAMBITS**

Finding and Applying Your Power  
Quid Pro Quo  
Let’s Split the Difference  
Last-Minute Tricks  
Appeal to Higher Authority  
Diversions and Misinformation  
The High-Low Game  
Stonewalling  
Good Cop / Bad Cop  
The Sudden Changer  
The Done Deal

