

## Outline Schematic

for

# Negotiating Success Seminar D100/C/1

by



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## Seminar Aims

This seminar is designed to:

- Help participants understand the importance of negotiation in business
- Help participants recognise both the visible and invisible processes employed by negotiators.
- Help participants to develop confidence in their ability to negotiate 'win-win' business agreements.

## Seminar Objectives

By the end of this seminar, using any support materials available, participants will be able to:

- Define five ways that people and groups resolve their differences and develop new ways to work together by negotiation.
- Define four 'person value types' and explain strategies that help build rapport with each.
- Describe a negotiation strategy that enables 'win-win' solutions to be regularly achieved.
- Identify five typical negotiation tactics and how to counter them.

## Target Audience

- Any business person with little or no experience of negotiation who will be expected to develop agreements and contracts with suppliers and customers.
- Any business person with previous negotiation experience who wishes to formalise or refresh their skills.

## Pre-requisites

None

## Duration

½ day.

## Number of participants

A maximum of 16 and a minimum of 4 per seminar event.

## Seminar Outline

This seminar builds up the competencies of participants to recognise and engage in positive, 'win-win' negotiations with business suppliers and customers. The timetable is structured to allow participants the opportunity to learn about their own value type and how this can affect their negotiation style. The seminar consists of a mix of theory and practice designed to help participants grow in confidence and their ability to negotiate.

## Timetable

The seminar is designed to run on a normal work day basis, ie 3 to 4 hours from 09:00am or post lunch.