

GETTING TO YES: NEGOTIATING SUCCESSFUL AGREEMENTS

One-day seminar outline

Session I: The Essential Role of Negotiation

- Why negotiation is the central challenge for today's executives
- How to measure the success of a negotiation
- What are the key elements of any negotiation
- How to stay focused on achieving your goals
- How to build trust and defuse suspicion and anger

Session II: Winning Strategies to Achieve An Optimal Agreement

- How to discover what the other side really wants
- How to generate creative solutions for mutual gain
- How to benefit from your differences
- How to ask questions that get past "No"
- How to use silence

Session III: Preparation and Improvement of Personal Skills

- How to divide up scarce resources
- How to help the other side save face
- How to prepare even when you don't have much time
- How to learn from each negotiation
- How to become a negotiation champion

Session IV: Overcoming Obstacles to Negotiation

- What is power in negotiation?
- How to build your negotiating power
- How say No without losing the relationship or the deal
- How to persuade those who do not want to negotiate
- How to get to a lasting "Yes"