

# WINNING STRATEGIES TO ACHIEVE AN OPTIMAL AGREEMENT

## *Half-Day seminar outline*

- Why negotiation is the central challenge for today's managers
- How to measure the success of a negotiation
- What are the key elements of any negotiation
- What is power in negotiation?
- How to build your negotiating power
- How to discover what the other side really wants
- How to generate creative solutions for mutual gain
- How to divide up scarce resources
- How to persuade those who do not want to negotiate
- When and how to say No