

## Negotiation Skills Programme Rationale.

**Benefit:** Better negotiation gives you an extra - *and immediate* - profit lift. By getting better prices from suppliers and better fees from your clients, returns increase. And the skills start to pay off the morning after your staff finish the workshop!

**Introduction:** We are negotiating every day in our business and personal lives - yet so often, the outcome of our negotiations is unsatisfactory to one party or the other. Either we feel that we, and our company, have been shortchanged, or we have been too successful, and may have damaged the relationship with the other party, to the possible long-term detriment of our best interests.

**For:** Any executives regularly negotiating outcomes with both internal groups and external customers or suppliers. This workshop is not dependent on numbers, and has been successfully carried out for groups of up to thirty participants.

**Purpose:** To train participants to negotiate skillfully in order to derive maximum short- and long-term benefits from their efforts, efficiently and amicably.

**Objectives:** The programme not only incorporates classic thinking and theory on negotiation, but also deals with the practical aspects of building rapport with the other side, dealing across cultures, and spotting and defusing the less reputable tactics with which a negotiator may be confronted. It also deals, we believe uniquely, with the advanced persuasion skills needed in successful negotiation.

**Approach:** As practical as possible, chiefly using role-play and reverse role-play as a means of anchoring the learning. The role-plays can be common hypothetical situations, or real situations from the client's business model.

**Duration:** Two days

**Contact details:** for more about mda and our other programmes:

please call Kingsley Smith on 617 55450 731

or

Email us at [kingsley@mdapac.com](mailto:kingsley@mdapac.com)

or

visit our website - <http://www.mdapac.com>

or

go directly to our briefing form at  
[http://www.mdapac.com/send\\_brief.html](http://www.mdapac.com/send_brief.html)