



David Forman

Winning Negotiator

Create winning outcomes for sustainable partnerships

Achieve great outcomes for both parties by developing win/win negotiating techniques in sales and business transactions.

Ideal for:

Anyone responsible for reaching agreement and building sustainable long-term partnerships with customers, suppliers or any other key stakeholders - external or internal.

By the end of the workshop you will be able to:

- ▶ Use a 4 stage model to plan and manage a win-win negotiation
- ▶ Understand, then leverage power and tactics
- ▶ Leverage 10 negotiation principles to increase success
- ▶ Understand key components of a win-win
- ▶ Apply principles to negotiate face-to-face, via telephone and email
- ▶ Know when it is time to walk away
- ▶ Achieve great outcomes that create sustainable partnerships!

What's involved:

- ▶ Personal objective setting and creation of a feedback loop with your Manager
- ▶ 2-day face-to-face workshop, led by one of our team of Facilitators who are business professionals and bring relevant and recent experience to add to their considerable skills in the room!
- ▶ Workbook, tools and templates for you to take back to your role and immediately start using
- ▶ Development of an action plan, along with an application project which focusses on using your new skills back in your role, on a real piece of work that will benefit you and your organisation
- ▶ David Forman certificate awarded upon completion

Contents includes:

- ▶ What is negotiation?
- ▶ Why we enter negotiations
- ▶ Selling or negotiating?
- ▶ Outcomes, attitudes and behaviours
- ▶ Communication styles
- ▶ The two components of a win
- ▶ The Win/Win Negotiation Model
 - ▶ Preparation Phase
 - ▶ Discussion Phase
 - ▶ Exploration Phase
 - ▶ Agreement Phase
- ▶ Ten negotiating principles

Investment:

Available as a public programme at **\$1,895 + GST**.

Book and pay 30 days in advance for an earlybird incentive rate of **\$1,695 + GST**.

Book three or more people at once to any of our programmes and receive an **additional 10% incentive**.

Need tailored training?

[Get in touch](#) to talk about having us come to you and tailor this specifically for your team.



What people have said after completing this programme:

“Overall a superb and most valuable course; professionally facilitated with lots of personal interest and post workshop support offered.”

[Account Manager](#)

“The framework of negotiation - it has provided me a logical way of preparing/thinking about a negotiation. Before the course I found it hard to formulate it all in my head.”

[Sales Engineer](#)

“I have never had anyone hold my attention for an entire day before. I have never been so engaged, and I loved the mix of learning activities to cater for the visual and kinaesthetic learners.”

[Product Manager](#)

Find out more about our workshops at davidforman.co.nz
or call us on 09 912 9770

