

Effective Negotiation

Steven Edney



Steven Edney, has a background of sales leadership, with a successful career covering a wide range of sales channels with blue chip businesses and major brands.

He has worked with many household named brands such as Energizer, Ever Ready, TDK, Fuji, and the BBC.

Steven believes "Long lasting relationships are built on trust and integrity".

He is passionate about enabling personal growth and business development which he feels very much goes hand in hand.

Programme Outline

Life is negotiation! Whether you need to negotiate a contract with a customer or more resources from your manager this is a critical business skill for all functions. This programme introduces a clear framework with which to approach negotiations and some core skills for understanding positions and interests and dealing with conflict and tactics.

Short sessions deliver the key concepts and a negotiation game and role plays make the majority of the session about learning by interaction.

Programme Topics

- **What Negotiation Is and Is Not!**
 - Linkage between selling, value and negotiating
- **Negotiation Principles**
 - Win-win
 - Creating fit
- **Negotiation Process**
 - Preparation
 - Objectives; ODE's
 - Establishing "tradeables"
 - Balance of power
 - Discussion
 - Information gathering
 - Positions vs interests
 - Generate options
 - Establish a possible zone of agreement
 - Convergent thinking to narrow options to a single solution
 - Follow up
- **Negotiation Skills**
 - Mindset
 - Problem solving
 - Creativity
 - Questioning /Probing
 - Listening
 - Objectivity
 - Handling conflict / tactics