

# professional negotiation

description	A one-day workshop of advanced negotiation techniques. It includes motivational work to improve drive and attitudes.
who should attend	<ul style="list-style-type: none"><li>• All people involved in the buying process.</li><li>• Staff needing to improve their negotiating ability</li><li>• Those who have to negotiate terms and conditions etc</li></ul>
features	<p><b>Outline Content</b></p> <p><b>Attitude &amp; Motivation - the vital ingredients</b></p> <ul style="list-style-type: none"><li>• 30 attributes of the Star performer.</li><li>• The value of positive thinking.</li><li>• Self esteem.</li><li>• The power of total belief.</li><li>• Recognising the importance of our job.</li><li>• The importance of approaching the negotiation in the right frame of mind.</li></ul> <p><b>Negotiation Skills</b></p> <ul style="list-style-type: none"><li>• The importance of being prepared before we go</li><li>• Three fundamentals of being a good negotiator.</li><li>• The five basic rules of negotiation.</li><li>• Getting the other party's buying list.</li><li>• Understanding aspiration levels.</li><li>• Preparing negotiation variables.</li><li>• What to do during a negotiation process.</li><li>• What not to do.</li><li>• Negotiation tactics and how to resist them.</li></ul>
format	<ul style="list-style-type: none"><li>• One day workshop.</li><li>• Lecture.</li><li>• Discussion.</li><li>• Analysis.</li><li>• Role plays.</li><li>• Participation encouraged.</li></ul>
benefits	<ul style="list-style-type: none"><li>• Improved confidence to negotiate.</li><li>• Attitudinal improvement of all delegates.</li><li>• Improved margins on purchases/sales.</li><li>• Optimum results achieved each day.</li></ul>

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## For more details of our consultancy and training support

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