

Negotiation strategies

Negotiating effectively and building Win-Win situations

Targets:

The course aims to provide behavioral methodologies to effectively negotiate, by achieving results and getting the satisfaction of all parties.

Beneficiaries: All the roles involved in the most different situations of negotiation

Program:

- The negotiating behavior
- The Win-Win Matrix
- The sources of the conflict
- The negotiation process
- Effective preparation of a negotiation meeting
- Advanced Negotiation Strategies
- Begin effectively and do not fall into your own traps: check list
- Attitudes and effective behaviors in negotiation
- Recognize and dribble buyers' buying tactics
- The Conclusion of the sales agreement

During the seminar, participants will take part in individual and group exercises and simulations on the real and current market situation.