



Strategy

fusing creativity and intelligence

Negotiating

Whether you are a sales executive trying to close a multi-million dollar deal or an individual purchasing a home or car, the fundamentals of negotiating are the same. Everything is negotiable. So, sooner or later you will find yourself in a situation where you will need to develop a strategy to determine what is important to you and what you are willing to give up in order to get what you want.

A good negotiator understands the correlation between negotiating and relationship building. It is our objective to develop the participants' negotiating abilities along with enlightening them to the importance of having a WIN/WIN style of negotiating. Good negotiating is not about getting all that you can and stripping your *opponent/ally* of their dignity. A talented negotiator is able to look beyond the current transaction and can see the opportunity for future dealings with their *opponent/ally*. Good negotiators understand that negotiation is about developing high-quality and profitable relationships that result in forthcoming business either directly or indirectly through referrals.

This course provides you an opportunity to learn how to develop a conceptual framework and a negotiation map, which are essential for every good negotiator. You will learn the importance of timing in the negotiating process, how to determine realistic expectations on important issues, and dealing with bluffs. Most importantly, you will learn how to leverage information to your advantage.

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StrategicSite, LLC (SIS) specializes in process strategic management consulting. We provide direction in formulating enterprise, department, or team level strategies and business models. We assist our clients in defining their ideal market(s), and to align resources, processes and actions that will deliver value to their stakeholders.

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