



# Effective Negotiation Skills

To reach an agreement that's acceptable to both parties, you'll need to negotiate effectively and have a number of key strategies and tactics at your disposal. This seminar gives the participants the opportunity to learn and practice the key business negotiation skills in a safe and friendly environment.

## Objectives

At the end of programme, participants should be able to:

- **Understand the elements of the “win-win” approach to negotiation**
- **Learn to use the steps to systematically prepare for any negotiation**
- **Know what to consider as they prepare their negotiation strategy**

## Outline

1. About Negotiation
  - What is Negotiation?
  - Key Elements of Negotiation
2. The Negotiation Process
  - Preparation - Setting the Climate
  - Factors Affecting a Negotiation
  - Who is Involved in a Negotiation Process
  - Skills of a Good Negotiator
  - Skills to win in a Negotiation
3. The Negotiation Styles
  - Competitive Negotiations
  - Cooperative Negotiations
4. Core Negotiation Skills
  - Skill #1 - Target Point
  - Skill #2 - BATNA (Best Alternatives to a Negotiated Agreement)
  - Skill #3 - Resistance Point
  - Skill #4 - Negotiating Range
5. Communication Skills in Negotiation
  - Understanding Face-to-Face Communication
  - The Art of Active Listening
  - How to handle unexpected behaviors
  - Deal with Individual Differences

## Who Should Attend

Anyone who negotiates at work including: executives, managers, salespeople, business owners, accountants as well as customer service representatives.

Organised by:  
Universal Stage Pte Ltd



## Seminar Details

Date	: Friday, 19 July 2019
Duration/Time	: 3 hrs/ 2pm to 5pm
Venue	: Hotel Grand Pacific
<b>Net Fee Payable</b>	<b>: \$214.00 (incl. GST\$14)</b>

Fee includes handouts & teabreak.

No refund for cancellation but a replacement will be accepted.

## Enroll Now

@ Website Registration	: <a href="http://www.ustage.com.sg">www.ustage.com.sg</a>
☎ Contact Hotline	: 6222 2461/ 6221 1241
✉ Email Enquiry	: <a href="mailto:trg@ustage.com.sg">trg@ustage.com.sg</a>
☎ Fax Number	: 6227 3556