

# Black Belt Negotiation Skills how much money are you leaving on the table every month?

It is absolutely true that you could be bringing in an extra **\$30,000** every month! Believe it or not, these are the actual results reported by hundreds of people who've gone through our Black Belt Negotiator program. For example, by preparing his case using our unique methods, a junior executive secured a deal worth \$100,000.

**Five Steps to Success** - our 5-step process assures you a winning formula for negotiation success:

- 1. Prepare:** know what you want and prepare psychologically. Always negotiate as an equal partner, don't assume they have the upper hand.
- 2. Discuss:** listen to what the other party wants and find out their 'hidden' interests. Even if pricing seems to be the surface issue, there are always more powerful undercurrents. What are the tradeables that are low cost to you, but high value for them?
- 3. Propose:** a deal that suits both sides. Make sure you get something in return for any concession that you might have to give.
- 4. Trade:** refine the deal and know how to spot any tricks that may be used to undermine your position.
- 5. Close:** complete the deal with confidence that you've entered a long-term mutually profitable relationship.

## Why do people underperform when negotiating?

- **Giving too much away:** successful negotiation requires looking under the surface to discover what people really want. Don't make assumptions about pricing and above all, don't give anything away without getting something in return. " **Always trade, never concede**"
- **Fear of damaging the relationship:** many people are fearful of damaging the relationship if they come across as being too tough – we'll show you how you can stand firm in what you're asking for, yet actually strengthen the relationship, and your own credibility.
- **Failure to understand the negotiation process:** most people rush the process, wanting to close the deal as soon as possible. This is the fastest route to failure.
- **Lack of confidence:** this leaks out through your language and your body language, sending out subtle signals that can sabotage your chances of success. We'll show you how you can take control of the process and command respect – even when facing the toughest of opponents.
- **Fear of 'blowing the deal':** by replacing a win-lose mentality with a win-win mind-set, we'll show you how to get results beyond what you might have imagined, and leave the other side happy too.

Get **hands-on experience** and gain the skills, knowledge and confidence to avoid the pitfalls that result in money being thrown away every day, and hitting your bottom line



# Black Belt Negotiation Skills

## Negotiation in context

- Building rapport and understanding the emotional element
- Understanding the most common pitfalls
- A powerful way to instantly reduce the fear factor
- Self-esteem and the 'OK Corral'
- Different types & styles of negotiation

## Preparation and planning

- Introducing the 5-step negotiation process
- Preparing and strengthening your case – the planning sheet
- Anticipating their position and developing counter arguments
- Identifying tradables and looking for the interest behind the positions
- Avoiding assumptions & pre-conceptions
- Working out your best alternative to a negotiated agreement (BATNA)

## The negotiating process and language

- Assertiveness skills, body language & non-verbal communication
- Making proposals and counter-proposals, trade-offs and packaging
- Understanding other people's styles & using the right language
- Generating fresh & creative options
- Understanding negotiating team roles

The program is built around practical exercises and role plays that guarantee to remove the fear of negotiating and build confidence to maximise your presence, impact and chances of success in all negotiations.

**Black Belt Negotiator** is the culmination of 11 years experience, working with organisations such as **HSBC, Qatar Airways, Siemens, City University London**, to name just a few.

- The questioning process – open vs closed questions
- How to close the deal & what to beware of at this stage

## Power perception and tricks

- How can you shift the balance of power in your favour ?
- Understanding & neutralising the seven most common 'tricks'
- What are the alternatives if they won't negotiate?
- Understanding the power of perception and keeping control of the negotiation

## Conclusions

- Clinic session (dealing with actual work issues) questions and answers
- Lessons learnt and bringing it all together
- Building personal and team action plans and creating a negotiation skills charter

## Why compromise when you can have it all?

Two sisters were fighting over an orange. After a lot of arguing, they agreed to take half each. One ate her half and threw away the peel. The other used the peel of her half for marmalade and threw away the flesh.



## How many opportunities for a win-win deal are you throwing away?