

WINNING NEGOTIATION STRATEGIES

Going unprepared into a negotiation is like surrendering before the first shot rings out. Too many had walked into negotiations with weak strategies and walked out battered and crestfallen. "Winning Negotiation Strategies" has been specially designed to equip participants of any background with intuitive tools, strategies and techniques to turn the tide of any negotiation in their favour.

This programme helps participants appreciate the importance of finding win-win solutions, and allows them to negotiate confidently and firmly to achieve their goals. Through role-play, hands-on practice and real-time feedback, participants will walk away better equipped to deal with different kinds of negotiation situations. Don't walk in without a plan. Don't go to war without training.



SALES & MARKETING



PROGRAMME HIGHLIGHTS

- Negotiation Explained
- 5S Framework
 - Setting Up for Success
 - Strategising a Winning Formula
 - Starting the Negotiation
 - Seeing Things Differently
 - Sealing the Deal



TARGET AUDIENCE

- Team Leaders
- Business Managers
- Sales Teams
- Account Executives
- Anyone involved in negotiation processes



METHODOLOGY

- Group Discussions & Reflection
- Interactive Learning
- Hands-on Application



DURATION

2 Days

LEARNING OUTCOMES

- Review the philosophy and phases of negotiation.
- Learn to control and shape all aspects of negotiations.
- Practise how to exploit opportunities and recover from missteps.
- Understand and practise ingenious tactics to "disarm" your opponent.
- Learn how and when to walk away.
- Master the art of a win-win situation.
- Project confidence and strength, no matter the situation.

CONTACT

Beacon Consulting Pte Ltd

+65 6873 9768 

marketing@beacon.com.sg 
www.beacon.com.sg

Beacon Consulting (Malaysia) Sdn Bhd

+603 9771 2345 

contact@beacon.my 
www.beacon.my