



Negotiation Skills

Learn the technique taught at Harvard Business School.

PROGRAMME FRAMEWORK

Who should attend?

- The Sales Team
- All Managers & Supervisors
- HR Department

Duration: 1 - 2 Days

Date:

Time:

Venue:

SAQA USID: 13948

Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Sales & Marketing Management. Ian is a fulltime Marketing Consultant & Trainer, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands.



“Negotiate an agreement or deal in an authentic work situation”

Whilst always maintaining a win-win mindset, this module will teach you that negotiations are a means of resolving **issues** of **potential conflict** with an **intention to agree**. Negotiation is about **parties**, who **both want something** from each other, and through **bargaining**, will reach **agreement to exchange** these things. Through explicit tactics this programme will enable you to achieve a business outcome faster than previously anticipated.

Specific Outcomes SAQA USID: 13948, NQF Level 4, 5 credits,

1. Explain the need for negotiation skills in business.
2. Explain the steps in the negotiation process.
3. Apply the steps in the negotiation process to an authentic work situation.
4. Explain strategies that could be used in negotiation.

Outcomes

Learners will be able to do the following:

- Grasp the concept of expert negotiations through games and role playing. i.e. create rapport through trust, a win-win mind-set, body-language, and by understanding the counter party better.
- Define Negotiations. Understand and practice top-10 tips.
- Explain what various negotiation terms mean: BATNA, ZOPA, Reservation Values, etc.
- Use the ‘PAR Value’ tool (Perfect, Acceptable, Reservation) to cognitively prepare you for closing a deal.
- Explain ‘opponents’ different personality styles, allowing you to become acutely aware of your strengths and weaknesses.
- Give you confidence in the principles of ‘exchange’, how to make concessions. In life everything is negotiable!

*“Exceeded standards (120%): Very insightful and the **facilitator was brilliant**. Bring this guy back for other courses!”* Edcon Buyer

Contact: **Ian Rheeder**

Further Information: Phone: 083 – 300 8080 | | Website: www.Markitects.co.za | Email: ian@markitects.co.za