TV-TDN - The technique of negotiation

Soft skills - Comunicazione e Psicologia Comportamentale - Leadership e comunicazione

Durata:	Lingue:	Certificazione:
2 Giorni	**Italiano**	**-**

Descrizione del corso

Objectives: Learning how to achieve the best possible outcome when making arrangements, in order to reach a mutual stable, acceptable, satisfying solution and maintain the future relationship. Audience: • Salesmen, representatives • Sales managers • Area managers

Programma

The elements of negotiation
- Analysis of negotiation elements
- Models of negotiation
- Interest analysis
- Common mistakes
- The Johari window model
- Positions
- Motivations
- Understanding the others
- Goal setting
- Win-win perspective

The fundamentals of negotiation
- The opening position
- Strenght and gentleness
- Consistency
- Listening

ITCore Group

Via Balestra, 12
6900 Lugano (CH)
+41.091.9760019
www.itcoregroup.com

Via Lanino, 36
21047 Saronno (VA)
+39.02.84108669
www.itcoregroup.com

- Verifying expectations
- The use of time
- The counterpart profile
- The negotiation plan
- The counterpart
- The stakeholders and the invisible power
- The competitive and the cooperative strategies
- Questioning technique
- Requesting technique
- Principles and elements for successful negotiation

The use of power in negotiation
- Showing strenght
- Repetition
- Uncertainty
- Pression
- Influences, firm points
- Strenghts and motivations
- Manipulation and the limits of the game

Price negotiation
- Presenting price argumentation
- Raising price objections
- Handling price objections
- Price negotiation

The collaboration process of NLP for difficult situations
- The balcony
- The counterpart perspective
- Reorganizing
- The golden bridge
- Instructing

Reaching an agreement
- Traps and bluffs
- Disagreement due to difficult positions
- Negotiation dead end
- Making concessions

- Making requests
- Barriers to closing
- Techniques to reach the final offer
- Closing techniques

ITCore Group

Via Balestra, 12
6900 Lugano (CH)
+41.091.9760019
www.itcoregroup.com

Via Lanino, 36
21047 Saronno (VA)
+39.02.84108669
www.itcoregroup.com