

NEGOTIATING STRATEGICALLY

How to become a Master Negotiator in two short days



Course leader:
MARGARET CONSIDINE

THEME

This is a senior negotiation course for practicing negotiators, leaders and managers at all levels, business owners, procurement specialist and commercial negotiators.

This course will give the prospective participants an understanding of the wealth of tools and tactics available to them to successfully negotiate deals where they 'get what was on the table' that they wanted while leaving enough for the other side. All sides will leave the negotiation – happy – getting a good deal and keeping a great relationship even after a tough negotiation.

This is a practical course with a wealth of knowledge, theory, research and tools all embedded into two days practice for participants that will provide them with a tool box of techniques for negotiating successful deals and maintaining good staff, client and supplier relationships.

BENEFITS

- Improve participants' understanding of the art, skill and science of negotiation.
- Improve their understanding of the different types of negotiation and teach them the difference between claiming and creating value in negotiations. How to move from distributive to integrative negotiations.
- Be aware of some of the common problems in negotiations.
- Increase participants' confidence in using the master skills of more effective negotiators.
- Help participants progress their abilities through the process of negotiation, gathering tools, skills, tactics and strategies for each stage and adapting them to their own personal style and organisational requirement for negotiation.
- How to plan for a negotiation and how to prioritise to ensure maximum impact of the negotiated deal.
- Be aware of opponent's tactics and strategies and develop 'on your feet' responses.
- Understand the importance of power and influence in social settings – strategic negotiations
- How to deal with 'hard nosed negotiators' - how to deal with hard ball moves.
- Bargaining strategies to bag successes.
- The skills of closing a deal and keeping a relationship open and growing.

PROGRAMME OUTLINE

- ▼ The choice to negotiate – why, what is it
- ▼ Types of negotiation – choice is imperative
- ▼ Claiming Value
- ▼ Creating Value
- ▼ What makes a 'strategic Negotiator' – 7 Skills
- ▼ Negotiating with 'resistant' people – techniques for breaking 'people deadlock'
- ▼ The Five element analytic framework
- ▼ Planning a Negotiation and contingent strategies
- ▼ How to prepare for a strategic negotiation
- ▼ Tools and tactics at the Opening stage – relevance & Importance
- ▼ Psychological traps in Negotiation and Decision making
- ▼ Common Mistakes in Negotiation
- ▼ NSI – Own Negotiation Preferences in Bargaining
- ▼ Bargaining Strategies & Concession Patterns
- ▼ Interpersonal elements of negotiation
- ▼ Use of persuasive Reasoning in Negotiation
- ▼ How to get the other side of the table to 'move with' you
- ▼ Knowing when and how to close a deal
- ▼ Writing up an agreement & minding the relationship after the deal
- ▼ Dilemmas faced by Negotiation Teams

The content will be covered in six sessions as follows:

- **Negotiations – Claiming or Creating Value – that is the question?**
- **Harvard Five Element Framework**
- **In the Negotiation**
- **Bargaining – how to, how not to**
- **Knowing when and how to close**
- **Putting the Principles of Advanced Negotiation into practice**

DESIGNED FOR

Directors, Managers at all levels
and Functional Specialists

The programme has been approved by the HRDA. Enterprises participating with their employees who satisfy HRDA's criteria, are entitled to subsidy.



NEGOTIATING STRATEGICALLY

FACULTY

Margaret Considine M.A.A.T. BA (Mgmt), MSc (Mgmt).

Margaret is an Associate Faculty member of the IMI (Irish Management Institute) where she lectures and trains on Conflict Resolution, Influence & Persuasion, Negotiation Skills, Customer Relationship Management, Communication and Personal Effectiveness. Margaret founded Considine Consulting, a Dublin based Consultancy firm in 2001, specialising in Leadership & Management Development, Bullying and Harassment Investigations in addition to Organisational Development Interventions (Change Management). Margaret is a director of CMS Ltd, a marketing consultancy firm, since 1996.

Margaret has over twenty five years experience in industry and has held a number of national and international senior posts to directorship level. Margaret has extensive experience in public and private sector organisations and has worked across the UK, Europe and the USA.

With a background in General Management, Marketing, Cobol programming, Accounting, HR, Sales, Operations and Organisation development, Margaret's experience stretches across a number of industry sectors including distribution, manufacturing, consultancy, banking, fast food, the drinks industry, education, health and tourism sectors. Margaret was involved in two Internet start-ups, one in the UK insurance industry and one in the 118 Telco's market.

Margaret has published five books on Psychology and Work, Communication, Management Theory & Practice and Strategic HRM and one coffee table history book. Margaret is a regular guest speaker at conferences and is a certified master trainer. Margaret is an active coach to many middle and senior executives in Ireland.

Margaret is a Certified Member of AAT, holds a first class BA degree in Management and an MSc. in Management (Organisation Behaviour) from the University of Dublin, Trinity College. Margaret has trained in the Kellogg School of Management in the USA and has recently completed a H. Dip in mediation and conflict studies in UCD.

Throughout her career some of the companies and clients Margaret has worked with include; R & A Bailey, Ericsson, AIB, Dublin City Council, The Department of Defence, Eagle Star, Health Boards and individual hospitals, Guinness, Johnson Matthey, Permanent TSB, South Dublin Chamber of Commerce, McDonald's, United Drug, Royal College of Physicians of Ireland, The Kerry Group & the VHI.

Margaret Considine works extensively with individuals and organisations world wide on a customised and open programme basis. Margaret is currently running an EDP Executive Development Programme for HSBC bank with 100 of their senior European Managers – six interactions of 10 modules each in addition to executive coaching.

ENROLMENT DETAILS

Venue Hilton Cyprus, Nicosia
Dates 5 - 6 June 2012
Sessions start at **8 am** and finish at **3.15 pm**

Participation Fee €800.00 plus V.A.T.
payable to:
HEAR & KNOW CONSULTANTS LTD.
This includes the cost of materials,
Coffee on arrival, one coffee break
and lunch daily.

HRDA Subsidy The subsidy is €247.00 per eligible participant.

To Enrol Please complete and return the attached enrolment form to:
HEAR & KNOW CONSULTANTS LTD.
P.O. Box 42102, 6531 Larnaca

Cancellations: If received in writing not less than fifteen days before the start of the course your full fee will be returned minus €171.00 handling charge. With less than fifteen days notice no fee will be returned.
However, substitutes are welcome.

For Bookings: Please fax your completed application form to Pepa Hadjiyiannadjis. Fax. 24638755.
e-mail: hereknow@cytanet.com.cy

For Information: visit our website: www.hear-know.com
or please ring: Pepa Hadjiyiannadjis at 24638401.
Tony Hadjiyiannadjis 99461554
e-mail: hereknow@cytanet.com.cy

Ever thought of running an in-company course?
Let's talk Tony Hadjiyiannadjis Mob. 99 461554

ENROLMENT FORM

NEGOTIATING STRATEGICALLY to be held on 5-6 JUNE 2012

Please use one enrolment form, or photocopy, per participant

Three easy ways to enrol: By Fax. 24-638755 - By Post P.O. Box 42102, 6531 Larnaca - Cyprus

By e-mail: hereknow@cytanet.com.cy

Please enrol the following participant on this course and mail to us your invoice

SURNAME _____ FIRST NAME _____ POSITION _____

COMPANY _____ TEL. _____ FAX. _____

ADDRESS _____ E-MAIL _____

SIGNATURE _____ TYPE OF BUSINESS _____