

# Influencing and Negotiation Skills

## Course Overview

Do you know the most common reason why negotiations fail? Often, it's because the people involved in the negotiation are proceeding from a point of what's called 'positional bargaining'. In other words, you have your position, and I have mine – The true art of principled negotiation requires both parties to listen to each other's needs and move towards mutually beneficial solutions together.

Learning to identify how others prefer to be communicated with and then adapting your communication style to suit will significantly enhance your ability to influence and persuade others. Together with the use of specific tools and techniques for principled negotiations your ability to impact outcomes will be greatly improved.

## Program Format

This is 1-day program that can be delivered face-to-face or as a virtual program.

## Course Objectives

- Define negotiation, influence and persuasion as unique terms with different outcomes.
- Determine the required skills of effective negotiators.
- Increase your ability to connect with others by adjusting your communication style.
- Shift your perspective on successful negotiations by focusing on win/win outcomes.
- Examine the differences between positional bargaining and principled negotiations.
- Use the elements of principled negotiations to drive more successful outcomes.

## Course Outline

### Defining The Terms

Develop your own definitions of influence and persuasion and determine the key differences between the two terms. As a core life skill, it is also important to determine when your skills of influence or persuasion are going to be most effective.

### Common Influence and Persuasion Mistakes

We all make mistakes occasionally but, when trying to influence and/or persuade others, these mistakes can be costly. Look at some of the most common mistakes people make and begin to create a strategy to help you build your skills and avoid these everyday errors.

### Looking Through Other Peoples' Perceptive Lenses

Everyone has their own unique perspective of the world, and they can sometimes differ vastly from others. The key to effective influence and persuasion techniques is to gain an understanding of the other persons point of view. Once you do that, you can begin to adjust your style of presentation to directly address the other person's specific needs, thereby increasing your chances of success.

### Positional Bargaining and Principled Negotiations

Learn to move away from the traditional negotiation model of positional bargaining and focus on a more collaborative approach. Specifying and addressing the interests of both parties tends to make better agreements and lead to more successful outcomes.

### The Elements of Principled Negotiations

Examine the four elements of principled negotiations and create strategies to apply them to whatever negotiations you are required to undertake.

### Planning Your Negotiation

Any successful negotiation requires good planning, and to create a good plan you need to address three areas:

- Based on your needs and the needs of the other party, where do you think the zone of possible agreement lies?
- If the negotiation fails what is your next best alternative?
- What is your walk away point?