

# Negotiating

Course Length: 1 Day

**Prerequisites:** None.

**Course Objectives:** After completing this course, students will know how to:

- ◆ Use a process to conduct a successful negotiation, use effective communication and questioning during a negotiation, and handle the different types of negotiation styles and situations.
- ◆ Gather information about the other party and estimate the other party's requirements based on the information.
- ◆ Gain control in a negotiation, recognize negotiation tactics used to gain an advantage over the other party, and respond appropriately to the use of unethical tactics.

## Course Content

### Unit 1: Establishing your terms of agreement

Students will learn that **objectives are what you want to accomplish** during a negotiation. They will also learn about the **different types of objectives** that can be accomplished during a negotiation. Next, they learn about the different **variables that allow each party to be satisfied** with the outcome of a negotiation. Finally, they will learn about the **process of establishing requirements** for a negotiation. They also learn that, in order to work well with a negotiating team, they should be **open-minded, encourage all view points and listen** actively.

**Topic A:** Understanding negotiation objectives

**Topic B:** Understanding and establishing your requirements

### Unit 2: Researching the other party

Students will learn that they can **gather information** about the other party through the **Internet, magazines and periodicals, communications with the other party, word-of-mouth and competitors**. They also learned that it is **important to gather information** about the individuals present in the negotiation. Finally, they will learn about the **process for estimating the requirements** of the other party. They will also learn that it is important to keep your **team informed** about the other party.

**Topic A:** Information gathering

**Topic B:** Estimation of the other party's requirements

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*If you have any questions about this course, please call CompuTrain at (713) 349-9186.*

### Unit 3: Preparing for an agreement

Students will learn that a concession is an objective or part of an objective that you decide to forego achieving in order to satisfy the other party. They also learn about the **process of formulating a plan** for an agreement. They will learn that **logistics** are very important to a negotiation. Finally, they will learn about the **where, when, who and what logistics**.

**Topic A:** Planning for an agreement

**Topic B:** The negotiation environment

### Unit 4: Conducting a negotiation

Students will learn about the **process of conducting a negotiation**. They also learn that, in order to conduct a successful negotiation, they need to follow certain guidelines. Next, they learn about the **guidelines for effective communication**. They also learn about **the barriers to effective communication** and the ways of **overcoming the barriers** to effective communication. Finally, they will learn about the **different negotiation styles**, including **compromising, accommodating, collaborating, avoiding and competing**. They will also learn about the different ways to handling negotiation situations.

**Topic A:** Understanding the negotiation process

**Topic B:** Communicating during a negotiation

**Topic C:** Challenging negotiation situations

### Unit 5: Advanced negotiating tactics

Students will learn about **gaining control** in a negotiation. They will also learn about the **types of questions to ask** in a negotiation. Next, they will learn that different negotiation tactics include **highball/lowball, delay/time pressures, stonewalling, bad temper, splitting the difference**, and **good guy/bad guy**. They also learn about handling each tactic. Finally, they will learn about **identifying illegal or unethical behavior** and about responding to unethical tactics.

**Topic A:** Control in negotiations

**Topic B:** Negotiation tactics

**Topic C:** Negotiation ethics