

Negotiation Skills Course

COURSE OUTLINE

Chapter 1: Introduction

Chapter 2: Understanding Negotiation

- The Three Phases
- Skills for Successful Negotiating

Chapter 3: Getting Prepared

- Establishing Your WATNA and BATNA
- Identifying Your WAP
- Identifying Your ZOPA
- Personal Preparation

Chapter 4: Laying the Groundwork

- Setting the Time and Place
- Establishing Common Ground
- Creating a Negotiation Framework
- The Negotiation Process

Chapter 5: Exchanging Information

- Getting off on the Right Foot
- What to Share
- What to Keep to Yourself

Chapter 6: Bargaining

- What to Expect
- Techniques to Try
- How to Break an Impasse

Chapter 7: About Mutual Gain

- Three Ways to See Your Options
- About Mutual Gain
- What Do I Want?
- What Do They Want?
- What Do We Want?

Chapter 8: Closing

- Reaching Consensus
- Building an Agreement
- Setting the Terms of the Agreement

Chapter 9: Dealing with Difficult Issues

- Being Prepared for Environmental Tactics
- Dealing with Personal Attacks
- Controlling Your Emotions
- Deciding When It's Time to Walk Away

Chapter 10: Negotiating Outside the Boardroom

- Adapting the Process for Smaller Negotiations
- Negotiating via Telephone
- Negotiating via Email

Chapter 11: Negotiating on Behalf of Someone Else

- Choosing the Negotiating Team
- Covering All the Bases
- Dealing with Tough Questions