



Market leading negotiating education

## Negotiating techniques

**How do you prepare for a negotiation? What are your negotiation goals? What concessions are you prepared to make?**

These and many more central questions will be addressed in-depth. In brief, negotiating techniques is a basic education in business negotiations, which will teach you the most successful negotiating techniques in purchase and sales situations.

### Negotiating techniques

- The negotiation process
- Necessary preparations
- Negotiation goals, concessions and retreat positions
- Effective negotiation strategies and tactics.



## Well equipped for global competition

In order for TeliaSonera Global Accounts to succeed as well as possible in a tough international business environment, Silf Competence was hired to develop an internal negotiating program.

"In large Anglo-Saxon companies, there is a tradition of a high level of negotiation skills. Those of us living in the Nordic Region have many strengths but one weakness is that our politeness and goal-orientation can be used against us in an international context," says Micaela Magnertoft-Lagerbäck, Vice President TeliaSonera Global Accounts.

So far, the operational management group, Global Account Managers, and nearly all Account Managers have gone through the internal negotiating program. According to Micaela Magnertoft-Lagerbäck, the results have been clear.

"Currently, everyone prepares extremely well prior to negotiations and we have become aware of our own strengths, weaknesses and pitfalls. By mixing different nationalities in the role-play and other negotiation exercises we learn from each other and become aware of national characteristics and differences. ■

### Negotiation techniques

Everyone who carries out negotiations in their occupation will benefit greatly from this course. In other words, even people who do not work as purchasers or salespeople. You will become better at mastering the fundamental phases in the negotiating process. This includes setting negotiating goals and formulating a negotiating strategy and closing a deal. Theory sections are alternated with instructive, practical negotiating exercises.

#### Contents

- What is negotiating?
- The negotiating process: values and ethics, preparation, information, openings and concessions as well as closing the deal
- Negotiation strategies and tactics
- Practical preparations
- Rules of the game
- Communication, relations and negotiation psychology
- Closing techniques.

#### Purpose and educational objectives

The purpose is to give you fundamental knowledge about how to plan, structure and carry out professional negotiations.

#### Who should attend?

People who want to understand how a negotiation process is structured and learn the fundamentals as well as get training in practical negotiating abilities.



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