

Market leading negotiating education

Successful Business Negotiation

It is no coincidence that Successful Business Negotiation is Silf Competence's second largest course – and Sweden's leading negotiating education.

Successful business negotiation is an advanced negotiating course for professional negotiators with very high demands.

Successful Business Negotiation

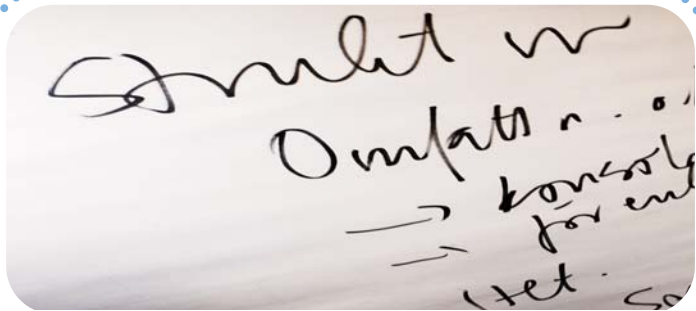
- Your own strengths and your personal negotiating style
- Strategy and tactics
- Different stages of the negotiating process
- Practical negotiating exercises with continuous feedback: preparations, negotiation goals, strategies and tactics, concessions, closing techniques, etc.
- Inter-cultural aspects.



Establish clear negotiation goals

The Camfil Farr Group is a world-leading manufacturer of air filters and air purification technology. As Vice President and financial manager at the company, negotiation is part of Johan Ryrberg's daily work, for example, in connection with corporate acquisitions and contacts with banks, insurance companies and other suppliers. When Johan Ryrberg attended the KTH (Royal Institute of Technology) Executive School's leadership program, Executive Program in Industrial Management, he also received formal negotiation education, which was provided by Silf Competence.

"I learned a lot during the negotiating education. Possibly the most important things I learned were the importance of establishing clear negotiation goals, understanding the other party's viewpoints, and following a structured work process," says Johan Ryrberg. ■



Successful Business Negotiation

The starting point is your own negotiating strengths and your personal negotiating profile. You will gain practical training by working from a number of concrete cases. The complexity of the exercises increases gradually. Examples of the content of the exercises are: negotiation preparations, establishing negotiation goals, establishing a negotiation strategy and applying negotiation techniques and closing the deal. The course is led by two experienced teachers in order to give a breadth to the education and to attain a "higher" level in the joint discussions.

(Successful negotiation is included in the certification program in purchasing, CISilf®, but is also given as an independent course.)

Contents

- Goal-oriented negotiations
- Values and ethics
- Strategic considerations
- Inter-cultural aspects
- Techniques for closing the deal

Purpose and educational objectives

To understand and to be able to influence those factors that steer the course of events in a business negotiation as well as in-depth knowledge about the negotiation process and good insights into your personal negotiation behaviour.

Who should attend?

People who participate or lead qualified business negotiations and who want to improve their abilities to carry out successful negotiations.

The course is carried out as a residential course over four days.



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