



BrassTacks™

Negotiation Essentials

Available In-Room & Online

OVERVIEW

Negotiation Essentials provides an introduction to Negotiation, offering bite-size takeaways that can immediately be applied in the real world.

Perfect as an introduction for those new negotiators or as a refresher for the more experienced.

KEY FEATURES

- 2 Hour Workshop
- Delivered Online or In-Room
- Online: Up to 10 participants
- In-Room: Up to 20 participants
- Facilitator with extensive first-hand experience of commercial negotiation

OBJECTIVES

Learn the Top 3 Mistakes made by commercial negotiators and how to avoid them.

Learn fundamental skills in bargaining and making proposals.

Identify opportunities to negotiate by differentiating negotiation from persuasion.

Develop confidence in negotiation through an Interactive Negotiation Challenge.

OUTLINE CONTENT

Avoiding the Top 3 Mistakes made by Untrained Negotiators

Negotiation versus its Distant Cousins: Persuasion, Problem Solving & Imposing Your Will!

Negotiation and the Comfort Zone: Why People Avoid Negotiating

Negotiation as a Simple 5-Step Process

Interactive Negotiation Challenge

Zones of Acceptability and Zones of Shock

The What, When and How of Proposals

The Four Most Important Words in Negotiation and how they can immediately improve your planning and execution

THIS PROGRAM IS GREAT FOR...

Sales teams of any experience or industry who need to negotiate as well as persuade.

New negotiators in any role requiring an introduction to Negotiation that can quickly be applied in the real world.

Experienced negotiators in need of a refresher.

	Cost per Workshop (USD)
2 Hour Workshop Online or In-Room Delivery	\$3,250.00

All pricing subject to the Terms & Conditions of Brass Tacks Development Ltd. Pricing excludes UK Value Added Tax at 20%, applicable on transactions with US customers, Please note that a 3% Service Charge applies to all credit card transactions.

WHAT OUR CLIENTS SAY...

"Fantastic workshop & skills training with team from Brass Tacks! Look forward to having you back."

Senior Director, Thermo Fisher Scientific

"Brass Tacks are amazing at what they do...your business will benefit."

UK & Ireland Business Manager, Medtrum Technologies

"Really great day. Challenging (in a good way), highly engaging, enjoyable and relevant."

European Commercial Director, Quanta Dialysis Technologies

"The Negotiation Training from Brass Tacks was awesome and our trainer was inspiring."

CEO, World Art Exhibitions

"I have used the Negotiation Training and tools since in real situations and it has dramatically reduced the stress I felt in negotiating, as I now feel completely in the driving seat!"

Senior Brand Lead, Vifor Pharma

"Brass Tacks Negotiation Training is great! They made a full day of training fun and interactive. Highly recommend!"

Fundraising Manager, Rainbow Trust

**FOR MORE INFORMATION
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