

A woman with long brown hair, wearing a white button-down shirt, is smiling broadly and clapping her hands. She is sitting at a table with a laptop in front of her. The background is a bright, out-of-focus window with yellow light. The overall scene is professional and positive.

BrassTacks™

The Advanced Negotiation Skills Program
Available In-Room & Online

OVERVIEW

Advanced Negotiation Skills builds on the tools provided in *One Day Negotiation*, deepening knowledge and affording the option of content tailored to your industry.

A comprehensive solution for embedding Negotiation as a strong organisational competency.

OBJECTIVES

Develop an understanding of the core skills needed to plan and execute a successful negotiation

Learn a common language and methodology with which to collaborate on complex negotiation across an organisation

Build further confidence as a negotiator through Interactive Negotiation Challenges.

Develop an understanding of advanced tactics and avoid the pitfalls of negotiating on behalf of a complex organisation.

KEY FEATURES

- 2 Day Workshop
- Discovery Interview with each participant
- Delivered Online or In-Room
- Online: Up to 10 participants per group
- In-Room: Up to 100 participants per group
- Comprehensive grounding in the fundamental skills of negotiation
- Tailored Content & Advanced Tactics
- Interactive Negotiation Challenges
- Course Companion Guide
- Brass Tacks Preparation Matrix available as a coaching tool after the course
- Facilitator with extensive and direct experience running commercial negotiations in senior leadership roles

PREPARATION & FOLLOW UP

One-to-One Discovery Interviews enable us to customise *Advanced Negotiation Skills* to your exact learning needs, emphasising the most relevant negotiation skills for the participant group.

Concepts are immediately applied in workshop activities and then captured in the Course Companion Guide and Brass Tacks Preparation Matrix, which are then available to participants as planning and coaching tools.

BEFORE



DISCOVERY INTERVIEWS



COURSE CUSTOMISATION

*Optional Extras

DURING



INTERACTIVE THEORY



COACHED ROLEPLAY



VIDEO SIMULATIONS*

AFTER



COMPANION GUIDE, PREPARATION MATRIX & ROI TOOL



121 COACHING*
ADVANCED TRAINING*
TRAIN THE TRAINER*

OUTLINE CONTENT: DAY ONE

- DIFFERENTIATE Negotiation from its Distant Cousins: Persuasion, Problem Solving & Imposing Your Will!
- Understand Negotiation as a SIMPLE 5-STEP PROCESS
- AVOID the most common and costly Negotiation errors
- PREPARE effectively for any Negotiation
- Recognise the NEGOTIATION TECHNIQUES required for each step of the Negotiation Process
- UNDERSTAND opposing positions through effective QUESTIONS & ACTIVE LISTENING
- Determine the POWER BALANCE and then select appropriate BEHAVIOURS
- Send impactful SIGNALS to support a NEGOTIATING POSITION
- Make well-structured PROPOSALS
- BARGAIN creatively and effectively
- Use NEGOTIATION ROLES and a COMMON NEGOTIATING LANGUAGE for optimal impact as part of a NEGOTIATING TEAM
- Identify and react decisively to TACTICS & DIRTY TRICKS
- Deliver INCREASED VALUE & PROFITABILITY from any Negotiation

OUTLINE CONTENT: DAY TWO

- Embed the DAY ONE CORE CONTENT in context of LIVE NEGOTIATIONS in your business
- Understand the COMMON MISTAKES made when part of a NEGOTIATING TEAM
- Recognise, deploy and defend ADVANCED TACTICS such as the use of IRRITANTS
- Recognising and managing the impact of SENIOR LEADERS and RANK on the Negotiation Process
- Bespoke INDUSTRY-SPECIFIC NEGOTIATION CHALLENGE*

*Optional Extra

*"Let us never negotiate out of fear.
But let us never fear to negotiate"*

John F. Kennedy

THIS PROGRAM IS GREAT FOR...

New or Experienced Negotiators seeking a comprehensive grounding in the preparation and execution of commercial negotiations.

Managers who need a coachable negotiation system and a common negotiation language with which to develop their teams.

Sales and Procurement professionals of any experience level or industry background.

HR Managers involved in any aspect of Employee Relations.

Teams in HR, Operations, Marketing, IT, Finance or other disciplines who manage vendors or negotiate internally.

WHY CHOOSE THIS PROGRAM?

CREDIBILITY

All of our trainers have extensive lived experience of commercial negotiation, giving us the credibility to inspire positive change

SIMPLICITY

Maximises the impact of your time investment by focussing on practical skills and teaching only essential theory

COACHABILITY

Provides teams with a common negotiation language and skill set with which to effectively address future negotiations

	Cost per Program (EUR)
Online Delivery: Groups of up to 10 participants	€14,300.00
In-Room Delivery: Groups of up to 12 participants	€15,600.00
Online or In-Room Delivery: Groups of more than 12 participants	Contact Us for a Quote

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

“Everything is negotiable. Whether the negotiation is easy is another thing”

Carrie Fisher

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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