



for more information call
01437 721 879

 **Commercial Negotiation**

Negotiating Profitable Business

Acquiring negotiation skills in an experimental way can be very expensive in terms of reputation, financial cost and lost opportunities.

Benefits

This course is designed for individuals who need to improve their ability to negotiate commercial agreements that are both profitable and create value for the customer. Participants will:

- Understand their personal negotiation style and the styles that others adopt when negotiating
- Learn effective strategies and tactics for negotiating
- Explore and practice a number of positions in the negotiation process

Content

The course will be highly practical and interactive giving the participants the opportunity to negotiate an agreement.

There will be a focus on the planning process prior to starting the negotiation process; using tools and tactics such as gambits and overcoming an impasse, a stalemate or deadlock.

The Development Company UK Ltd PO Box 1 Haverfordwest Pembrokeshire United Kingdom SA62 6YS
<http://www.developmentco.com>