

# EFFECTIVE NEGOTIATION TECHNIQUES

This course provides techniques and methods for successful negotiations.

Everybody is more or less negotiating daily in their work, but how do we prepare for a negotiation? How can I achieve better results from my negotiations? Many negotiations can be both time-consuming and complex. Negotiating successfully requires ability, experience and stress resilience. During a negotiation, not only business considerations have to be taken into account but also cultural differences can affect the outcome of the negotiation. Also, your personality will be perceived in a certain way, for example through your body language.

The aim of this course is to provide a method that identifies the opportunities in the negotiations themselves, without causing positioning between the parties.

The intention is to carry out a negotiation, where the preparation is the start and the conclusion is a negotiated agreement. Case studies are extensively used, where the participants' own experiences and input are of great importance. The course is aimed at everybody whose work involves negotiating on behalf of their companies.

## COURSE CONTENTS

- ▶ How to avoid positioning
- ▶ To distinguish between the person and the problem
- ▶ Are your emotions getting the better of you?
- ▶ Structuring the negotiation
- ▶ Communication
- ▶ Focusing on interests and not the person
- ▶ Alternative solutions
- ▶ Negotiation hints and tips
- ▶ What if your opponent is obstructive
- ▶ Consider your BATNA (Best Alternative to a Negotiated Agreement)
- ▶ Negotiation games
- ▶ Aspects on international negotiations – cultural differences
- ▶ Ethics and morals

## SCOPE

Intensive course, 2 days, 09.00-16.00  
(day 1 starts at 10.00).

## PROOF OF ATTENDANCE

All participants who meet the attendance requirement of at least 70% receive FEI's written proof of attendance with a course description.

## FEES

FÖRETAGS  
EKONOMISKA

INSTITUTET

1888

*fei.se*

COURSE DATES  
Go to [www.fei.se](http://www.fei.se)

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