

## **Negotiation Skills – giving you more structure to ensure a positive outcome.**

### **Summary**

The course is suitable for anyone wishing to improve the way in which they negotiate, either in the capacity of a buyer or a seller. Along with extensive opportunities to practice negotiation in a 'safe environment' the course also provides a model for the effective planning and execution of negotiations in which both parties can derive value.

### **Target Audience**

Effective Negotiation is suitable for all, whatever their current level of development.

### **Prerequisites**

None

### **Objectives**

- To introduce participants to the ICON model of negotiation.
- To understand the stages of the negotiation process and how they are carried out both at the 'negotiation table' and away from it.
- To introduce the concept of tradable variables.

### **Key Learning Take-Aways**

- Participants will be able to utilize the ICON model for conducting effective negotiations.
- Participants will have the ability to formulate best alternatives to non-agreement.
- Participants will have an action plan with which to carry out their next significant negotiation.

### **Course Duration**

This course is a 1 Day, instructor-led, classroom-delivered workshop.

For more information on this program please contact John Marrow  
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