

Negotiation Skills



At Huthwaite International we have been delivering real sales and negotiation performance improvement for more than three decades. As a result we are confident we can show you how to make a real and lasting improvement to your results, no matter what your level of experience or current performance. All our training is derived from field research into what high performers do to distinguish themselves from the rest.

Our research, drawn from real-world negotiations, will give you insights into your negotiating behaviour that will help you develop your skills no matter what your level of experience or field of negotiation, leading to longer-term, more profitable relationships.



Huthwaite Negotiation Skills training builds the skills essential to success by helping you to:

- understand the differences and relationship between selling and negotiating
- prepare and plan in a structured way, using the Huthwaite Skilled Negotiator model
- develop strategies and tactics to manage the movement of the negotiation to a desired outcome
- confidently use the behaviours in the Huthwaite Skilled Negotiator model in face-to-face negotiations
- understand where power comes from in negotiations
- use behaviours and develop strategies that will enhance your power
- strategies for maintaining a positive climate and dealing with 'dirty tricks'
- create an Action Plan for continued development of the skills after the programme based on constructive and objective feedback on personal performance compared with the Skilled Negotiator model.

Training design

We deliver Huthwaite Negotiation Skills through a highly interactive process using exercises, case studies/simulations and trainer inputs. Trainers conduct live behaviour analysis on all negotiations and provide structured feedback to delegates.

Course outline - Day 1

- Introduction to negotiation and Huthwaite research
- Negotiation exercise
- Power
- Preparation and planning

Course outline - Day 2

- Setting the stage and exchanging information
- First case study/simulation
- Developing options
- Behavioural feedback from first case study/simulation

Course outline - Day 3

- Bargaining
- Second case study/simulation
- Behavioural feedback from second case study/simulation
- Concluding the deal
- Dirty tricks and how to handle them
- Conclusion and action plan

Who should attend?

This course is ideal for sales executives, sales managers, technical, financial or legal specialists involved in the planning or execution of major contracts or agreements in which the terms of business are variable. Note: Huthwaite research showed that in negotiation, effective performers on both sides used the same planning methods and skills.

Contact us

For more information about Negotiation Skills or other Huthwaite Open courses please go to: www.huthwaite.co.uk/open or call the Open Coordinator on +44 (0) 1709 521 243.