

EFFECTIVE NEGOTIATIONS

Effective Negotiations, one of our *Communication Skills in English Seminars*, is a 12-30 hour course which can be taught either intensively (full day sessions), semi-intensively (half day sessions), or as an on-going course. The programme looks at both the language and the communicative skills necessary to participate effectively in an international negotiation, and develops the participants' confidence in expressing themselves effectively and persuasively in English.

Target Audience

This programme is suitable for managers, sales representatives, or any other category of staff who participate in international negotiations. Participants must have a level of competence in English at least at level B1 (intermediate) to benefit from the course. In the case of participants at this level, the full 30 hour course is recommended. At level B2 and above, the number of course hours can, if desired, be reduced.

Approach

The programme is divided into sections, each dealing with one aspect of participating effectively in international negotiations. A typical section format might be :

- ◆ Participants view a section of a videoed negotiation and analyse its weak or strong points in terms of communicative effectiveness.
- ◆ Practice is given in the language necessary for that section of the negotiation.
- ◆ Participants are asked to apply what they have learnt up to that point in the course to a simulated negotiation of their own. This is videoed and feedback is given.

In this way, participants are able to concentrate on one new aspect at a time, while also gradually building up their overall competence.

An optional on-line follow-up course is available to complement and consolidate this programme.



Contents

- **What is an Effective Negotiation?** An Overview
- **The Principles, Stages and Strategies of Negotiation** A Win-Win Approach; The Four Stages of the Negotiation; Identifying the Strategies of the Other Side ... and Deciding Your Own.
- **Cross Cultural Factors** Time, Status, Space, and Silence; Communication Styles.
- **Opening the Negotiation** Introducing Participants; Establishing Rapport
- **Exchanging Information** Active Listening and Questioning Techniques; Probing and Clarifying
- **Bargaining** Presenting Ideas Effectively and Persuasively; Giving Opinions; Expressing Agreement and Disagreement; Making Suggestions and Recommendations; Making Concessions
- **Closing the Negotiation** Reaching Agreement; Agreeing On What's Been Agreed

In-Company Training

The following facilities and equipment are necessary for the course :

- One plenary room, plus an additional smaller room for each six participants, equipped with whiteboard or flipchart, computer and screen (for Powerpoint presentations) and/or OHP.
- Video filming and playback facilities (VHS).

Cost

Please contact us for full details of course costs.