

# THE ART OF INFLUENCING & NEGOTIATION SKILLS



## OVERVIEW

The importance of influencing and negotiating are not about winning at all costs. In order to influence and negotiate, we recognise that we enter the negotiation process by aligning both party's goals in such a way that both sides win in the long term (the bigger picture) irrespective of whether we are the buyer or the seller. We want to win people without causing conflict or disagreement. Becoming more aware of the impact we have on others as well as an understanding of what drives our key counterpart's opinion and position is vital in influencing and negotiating.

## WHO SHOULD ATTEND?

This programme will benefit those who need to develop skills for more effective negotiation both within and outside the organisation and especially for those who take part in formal negotiations.

## OBJECTIVES

At the end of this workshop, participants will gain a detailed understanding of key influencing and negotiation skills and in particular will achieve the following objectives:

- Develop the ability to understand social styles and apply these social styles in negotiation
- Prepare for negotiation effectively with the right strategies
- Execute negotiation process using the six steps non-instinctive negotiation process

### Workshop Methodology:

This workshop makes use of individual self-assessments, team discussions, brief negotiation dilemmas, lectures and role-plays. Participants analyse their individual negotiating situations in depth and prepare sound, workable strategies for their next negotiating session.

If you have any enquiries, please contact,  
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