

# The



## **Best Negotiation Skills and Strategies**

**One of the toughest things anyone in sales or management has to do on a daily basis is negotiate.**

**One of the easiest ways to succeed in negotiation is to have a set of systematic skills and strategies to assist with planning and preparation, contribute to powerful problem solving and ensure satisfactory outcomes with a minimum of stress.**

The BEST Negotiation Skills and Strategies Program was developed following a management career in sales, marketing and general management in a highly competitive industry. While based on the universally effective BEST principles of understanding and respect, it provides a strategic framework for planning and preparing for major negotiations, for empathetic persuasion and for pre-emptive empowerment. It includes the following:

- Understanding negotiation
- The essentials of planning and preparation
- Clarifying personal and professional limits and boundaries
- Power issues and how to manage them
- The proven BEST six-step negotiation process
- The four-choice model in negotiation
- Strategies for successful rapport building
- Working with cross-cultural issues
- Successful questioning techniques for multi-dimensional understanding
- Handling complaints and concerns positively
- Seven steps to resolving conflict
- Stress diffusing skills – for all parties!
- Three ways to reach agreement
- Finalising and following through

This program was developed locally, supports all levels of experience and expertise, and is highly involving and interactive. Both old hands and newcomers have commented on the value of the insights and innovative solutions they gain from the BEST Negotiation Skills and Strategies.