

Unleash
your potential

Negotiating for Success – Online

Conclude win-win agreements with
collaborative negotiations



McGill

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Institute

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Program Overview

This action-oriented program will improve your bargaining power and provide you with a variety of practical strategies and tactics to become a successful negotiator in any context.

Collaborative negotiation principles and techniques are explored through role-plays, case studies, and videotaped simulations. Self-analysis, feedback, debriefing, and coaching will help you analyze and improve your style.

You will learn how to achieve successful, win-win outcomes for both negotiating parties.

Key Benefits

- Gather information and plan negotiations that succeed
- Adapt your negotiation style to any situation
- Know when an agreement can be reached and when to walk away
- Negotiate one-on-one, in teams, and with multiple partners and issues
- Use your negotiating ability to influence others
- Improve your decision-making skills
- Apply the negotiation situation analysis tool to your own negotiations

Who should attend?

This program is for all negotiators – from neophytes to veteran negotiators – including managers, executives, entrepreneurs, lawyers, and professionals who work in business development, sales, purchasing, marketing, fundraising, labour relations, and project or product management.

What is included?

The registration fee includes facilitation by our highly rated faculty members, a comprehensive digital workbook, results-oriented exercises, and a **certificate of completion** from the McGill Executive Institute.



Key Themes

Introduction

- Why do you negotiate?
- With whom do you negotiate?
- What defines successful negotiation?

Know Yourself, Your Team, and the Other Side

- Understand individual negotiating styles
- Gauge your team's skills and resources, strengths and weaknesses
- Assess your counterpart's profile and style
- Characteristics of successful negotiators
- Negotiation Case 1 – focus on styles

Elements of Negotiation

- Know the five key elements in the negotiation process
- Focus on values and needs – yours and theirs
- Prepare for negotiations using the Negotiation situation analysis tool
- Negotiation Case 2 – planning tools and elements

Tactics for Win-Win Negotiations

- Identify behavioural tactics used in negotiating
- Choose the most effective tactics for each situation
- Assess issues and concerns
- Negotiate by phone and e-mail
- Tactics exercise and scenarios

Stages of Negotiation

- Focus on the relationship between negotiators
- Identify issues and concerns
- Reframe issues and find common ground
- Match tactics to negotiation stages

An Integrated Approach

- Understand win-win negotiation strategy
- Manage competitive and cooperative dimensions of bargaining
- Integrate your negotiating profile, elements, tactics, and stages

Multi-Party, Multi-Issue Negotiation

- Engage the strategies and tactics of multi-party negotiation
- Formulate a multi-party, multi-issue agreement
- Negotiation Case 3 – using the integrated approach

Negotiating in Difficult Situations

- Deal with difficult people
- Manage and defuse attacks
- Address participants' specific challenges

Preparing Action Plans

- Transfer your new skills to the work environment
- Continue improvement using the negotiation situation analysis tool