

# AAIM Course Description



## Negotiating Skills

Company representatives can improve results by negotiating more effectively and at the appropriate time. This workshop covers processes and skills for preparing and leading successful negotiations that result in mutually beneficial commitments and contribute to the development and maintenance of long-term relationships. Negotiation is the process by which you resolve the differences between parties in a manner that provides a positive outcome for all groups, and leaves everyone looking forward to working together again.

### At the end of this course you will be able to:

- Prepare for and lead successful sales negotiations
- Develop a confident negotiation mindset
- Optimize the outcome of each negotiation for all parties
- Apply a set of criteria to determine when to negotiate
- Understand the five negotiating alternatives and how best to apply them
- Begin a list of negotiating alternatives to apply to your own negotiations
- Utilize skill steps for resolving differences

### Topics that will be covered:

- When is it time to negotiate?
- Understanding and resolving differences, and their value
- Negotiating alternatives, and why “meeting in the middle” is not your best option
- How to use concession strategically
- Determining your “walk-away” position
- Why you should never chisel a solution “in stone”
- Handling typical negotiation tactics

**Prerequisites:** Anyone who negotiates in their current role, or who anticipates negotiating in the future, and would like to improve negotiating skills in order to achieve the greatest of results for their company and their negotiating partners.

**Advanced Preparation:** There is no advanced preparation for this course.

**Competencies:** Negotiating, Sales

**Delivery Method:** Group-Live | **Course Level:** Intermediate to Advanced | **Duration:** Full-day

**Continuing Education/Recertification Credits:** CPE Credits, HRCI Recertification Credits and SHRM Professional Development Credits may be available for this course.