

High *Performance* Negotiation™

*23 years of
challenging and
changing leaders*

Value

What people say -

"I now understand that having different objectives and values is the core of negotiating. I realized that I should constantly engage in exchange - something gained for something given up."

**Sales Director, Medical
Device Industry**



Engage and Exchange

Negotiating is one of the most challenging, if not misunderstood, aspects of a sale. Done poorly, it can unravel the hard work invested in building customer confidence and rapport. Done well, it can solidify and strengthen a customer relationship.

The GrowthSource's High *Performance* Negotiation is the ultimate in negotiations skills development. It provides participants with the core skills they need to negotiate strategically. High *Performance* Negotiation equips them with the concepts and skills needed to collaborate with customers in negotiating mutually beneficial agreements that foster trust and lead to lasting relationships.

Participants will explore ways to begin the negotiation process from a position of strength by leveraging the guiding principle of a successful negotiation: *application of power to meet needs*.

Using next-generation negotiation methods built around the Mutual Gains Framework (Interests, Options, Criteria, No-Agreement Alternatives), participants learn to generate innovative solutions to challenging situations. They learn how leverage relationships with external clients and within their own organization. The workshop fosters awareness of negotiation as joint problem solving that requires understanding other parties' needs and concerns.

High Performance Negotiation™

The Program at a Glance

High Performance Negotiation participants learn a strategic framework for preparing for, conducting, and reviewing negotiation interactions. They practice using simple, yet powerful tools for understanding and planning the different phases of a negotiation.

Participants apply analytical and preparation tools to their real world work challenges, act as advisors to each other, and foster a clear understanding of effective uses for the new principles and tools back on the job. At the same time, they examine how they can manage working relationships both outside and inside their organization for negotiation success.

Who Should Attend

This program is right for any member of your team who has the authority to negotiate or vary the terms of any arrangement. This could include salespeople, account managers, business developers, sales support, marketing and customer service. Levels of experience may range from leadership to management to high potential individual contributor.

Implementation and Customization

High Performance Negotiation is typically a two-day on-site facilitative program with a customized focus on practice and application to resolve relevant issues at your organization. Case scenarios and discussions are tailored to your organization's specific challenges and optional client specific case study can be developed. A representative cross-section of participants is interviewed prior to the workshop to surface key issues and ensure that scenarios accurately replicate the dynamics of current workplace situations.

The GrowthSource Approach

Through practice and application, the workshop improves participants' ability to create better, more efficient agreements by providing:

- A strategic framework for preparing for and conducting negotiations
- Hands-on practice using participant's own upcoming client and internal negotiations
- Coaching and feedback about each participant's style and approach to negotiating
- Tools for continuous learning using the Mutual Gains Framework

Specifically, High Performance Negotiation enhances participants' competence in:

- Identifying key interests, of their customers, themselves, and other key stakeholders
- Fostering creativity and trust to get to optimal solutions
- Developing good communication for negotiating collaboratively
- Using objective criteria to develop consensus in spite of conflicting views
- Applying power and leverage to meet needs
- Strengthening relationships so parties can negotiate agreements effectively and efficiently

