



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Customer Experience—**
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.
- **External Awareness—**
Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect areas of responsibility.
- **Attitude—**
Maintains a friendly, positive, and enthusiastic outlook.

RELATED COMPETENCY CATEGORIES:

- **Adaptability—**
Open-minded. Demonstrates flexibility when faced with changes at work.
- **Interpersonal Skills—**
Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.
- **Professionalism—**
Projects an image of maturity and integrity that creates credibility.

Negotiations: Collaborate to Win

SUMMARY

In this module, you will build a foundation of understanding and develop some of the skills necessary to be successful in this arena. You will identify the variety of negotiation points, besides price, that add value to our offer. Understanding the negotiation process helps you respond logically rather than react emotionally. This allows you to reframe conversations and create collaboration rather than confrontation.

CONTEXT

Whether you are selling, managing, collaborating or purchasing, you are most likely involved with negotiations every day of your life. Negotiation is the part of these processes during which you try to reach common ground. To develop long-term relationships, you want all stakeholders to feel they got a fair deal and that want to do business together again. In the end, if you have approached the negotiation looking for a win-win outcome, you can make it a positive experience for everyone involved: your customers, your organization, and yourself.

At the completion of this module, participants will be able to:

- Plan to avoid negotiating mistakes
- Expand the issues of negotiations beyond price
- Understand the characteristics of an effective negotiator
- Learn a process for negotiations

“Visible goodwill is the strongest negotiation strategy. Don't let somebody else determine your behavior.”
—Dr. S. U. Sunrei