

Sales

# Integrative Business Negotiations

In-Person

The Path to Smart Bargaining

## What You'll Learn

Learn How To: Understand the difference between integrative negotiating and distributive negotiating, Assess and analyze your current negotiating styles, Identify 8 traits of an effective negotiator, Deal with emotions during a negotiation, Increase your credibility and trustworthiness, Apply Dale Carnegie's 12 ways to influence people, Recognize 4 basic stages of negotiations

## Why you want to learn it

We'll show you how to analyze your own position and recognize what the other side really wants. Learn ways to recognize and overcome ploys and tactics that impede the negotiation, and gain skills that will help you to keep negotiations on track.

## How it will help you

Managers, supervisors and any business professionals who can benefit from focusing their energy on getting better results from their deal making efforts in formal as well as informal negotiations.