

销售

# Negotiations: A Human Relations Approach

现场课程

Planning, preparation, skilled questioning, rapport building, bargaining and arriving at mutually acceptable solutions are all elements of successful negotiations.

## 学习内容

In this seminar, you will practice methods to uncover and appeal to the different interests that are revealed during the negotiation process. Discover where negotiations break down, and how listening and asking questions to uncover needs of others brings you back to center. You' ll create open-ended power questions for establishing each negotiator' s needs and you will apply strategies to move to agreement.

## 学习原因

Analysis of the stakes is necessary for preparing a strategy that aligns your counterpart' s needs with your own objectives. By doing so, you can avoid confrontation and instead, engage in a collaborative conversation to arrive at a solution that is mutually beneficial. Everyone' s happy!

## 学习效果

You will learn to build rapport by analyzing the actions, needs and agendas of all parties. Apply effective strategies for presenting alternatives, bargaining, and finalizing agreements so that all parties are satisfied. By doing so, you' ll increase the likelihood of future interactions and strengthened partnerships.