

NEGOTIATING TO WIN

Gain the skills, insights and competencies required in all negotiations—in every industry—at every level.

Seminar #2513

Overview

Whether it's allocating resources for a project, funding a new initiative or establishing a supply chain for a new product or service, negotiation is inevitably at the heart of the process. But few people understand the structure, techniques and approaches available to them as they seek to positively influence an outcome. This hands-on seminar gives you a step-by-step guide to effective negotiation. You must identify the problem, understand it from the other's perspective, generate alternative solutions and select a solution that benefits both sides. All parties need each other to achieve their goals. Negotiation focuses on solving the problem and closing the gap between what both parties want.

Schedule

- [3] days

- [3] days - \$2,345 Non Members
- [3] days - \$2,095 AMA Members
- [3] days - \$1,794 GSA

Credits

18PDU /1.8 CEU

Schedule

We have 25 scheduled sessions located nationwide starting between 5/30/2012 - 2/20/2013

Date	Location	Duration
May 30, 2012 - Jun 1, 2012	New York, NY	3 Days
Jun 18, 2012 - Jun 20, 2012	San Francisco, CA	3 Days
Jun 25, 2012 - Jun 27, 2012	Arlington/Washington DC, DC	3 Days
Jul 11, 2012 - Jul 13, 2012	Atlanta, GA	3 Days
Jul 30, 2012 - Aug 1, 2012	Chicago, IL	3 Days
Aug 8, 2012 - Aug 10, 2012	San Francisco, CA	3 Days
Aug 20, 2012 - Aug 22, 2012	Lake Buena Vista, FL	3 Days
Aug 20, 2012 - Aug 22, 2012	New York, NY	3 Days
Sep 12, 2012 - Sep 14, 2012	Arlington/Washington DC, DC	3 Days
Sep 17, 2012 - Sep 19, 2012	New York, NY	3 Days
Sep 26, 2012 - Sep 28, 2012	Chicago, IL	3 Days
Oct 10, 2012 - Oct 12, 2012	Boston, MA	3 Days
Oct 15, 2012 - Oct 17, 2012	San Francisco, CA	3 Days
Oct 24, 2012 - Oct 26, 2012	Atlanta, GA	3 Days
Oct 29, 2012 - Oct 31, 2012	Dallas, TX	3 Days
Oct 31, 2012 - Nov 2, 2012	Los Angeles, CA	3 Days
Nov 5, 2012 - Nov 7, 2012	Seattle, WA	3 Days
Nov 12, 2012 - Nov 14, 2012	New York, NY	3 Days
Nov 28, 2012 - Nov 30, 2012	Chicago, IL	3 Days
Dec 3, 2012 - Dec 5, 2012	New York, NY	3 Days
Dec 5, 2012 - Dec 7, 2012	San Francisco, CA	3 Days
Dec 10, 2012 - Dec 12, 2012	Arlington/Washington DC, DC	3 Days
Jan 23, 2013 - Jan 25, 2013	Atlanta, GA	3 Days
Feb 6, 2013 - Feb 8, 2013	New York, NY	3 Days
Feb 20, 2013 - Feb 22, 2013	Chicago, IL	3 Days

Registering more than 4 people, please call 1-877-566-9441.

How You Will Benefit

- Know when—and when not—to negotiate
- Develop an effective plan and strategy for any negotiation
- Know what behavior to adapt at each stage of the negotiation
- Adjust your communication style to achieve desired results
- Successfully apply the principles of persuasion to any negotiation situation
- Effective negotiate face-to-face, on the phone or through e-mail and other media

What You Will Cover

What is Negotiation?

- The basic concepts of negotiation
- What is negotiable in typical business situations
- Identify approaches to negotiation

Negotiation Stages

- Identify the six stages of negotiation
- Use appropriate behaviors in each of the stages
- Define the influences on the negotiation process

Planning Your Negotiation

- Plan a negotiation
- Determine a settlement range
- Apply the planning framework in practice negotiation

Persuasion

- Apply the persuasion process
- Use the frame/reframe process to understand the other party
- Examine possible approaches to use when there is confrontation

- Use listening skills in the negotiation process

Communication

- Explain the four dimensions of DISC and the style tendencies of each
- Describe the characteristics of dual styles and their impact on negotiations
- Describe how to adapt style to maximize the results of negotiations
- Identify why negotiations become derailed and how to avoid negotiation traps

Crafting a Strategy for Your Negotiation

- Plan a strategy to apply your negotiations
- Describe the process of identifying a problem or issue for negotiation
- Identify steps and techniques for choosing appropriate communication methods
- Create and apply a strategy for a business negotiation simulation

Action Plan

- Apply what you've learned to plan a negotiation for back on the job

Who Should Attend

Those responsible for negotiating the best possible terms of an agreement for their organization.

Special Feature

Leave with AMA's Negotiation Planner to help you prepare your negotiations every step of the way and effectively apply your newly learned know-how.

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner—producing a greater return-on-investment for the employer and the seminar participant.

Note: This program is not intended for labor union negotiators of either side.

Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)