

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2513](http://www.amanet.org/2513)

# Negotiating to Win

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

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.

## 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
- Effectively 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.

## Schedule

- [3] days - \$2,445 Non Members
- [3] days - \$2,195 AMA Members

- [3] days - \$2,079 GSA

## Credits

18 PDCs/18 PDU\_L/1.8 CEU

18 PDU /21 CPE

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