



## Intensive English Negotiations Two-Day Seminar

### Day 1

| Time          | Topic                                | Content                                                                                       |
|---------------|--------------------------------------|-----------------------------------------------------------------------------------------------|
| 08:30 – 09:15 | Course Objectives                    | Trainer / Group introduction<br>Course objectives<br>Presentation of agenda                   |
| 09:15 – 10:00 | Negotiating??                        | What negotiation is and its importance<br>Styles of negotiations                              |
| 10:00 – 10:15 | Coffee Break                         |                                                                                               |
| 10:15 – 11:00 | Planning Negotiations                | Planning the negotiation<br>Preparation checklist<br>How to structure negotiations            |
| 11:00 – 12:30 | Role Play<br>Participants Negotiate  | Negotiation role play<br>Analysis & discussion                                                |
| 12:30 – 13:30 | Lunch Break                          |                                                                                               |
| 13:30 – 14:45 | Ways To Improve Negotiating          | 40 most common negotiation mistakes<br>Negotiating tactics<br>Rules on negotiation techniques |
| 14:45 – 15:00 | Coffee Break                         |                                                                                               |
| 15:00 – 16:30 | Role Play<br>Participants Negotiate  | Negotiation role play<br>Analysis & discussion                                                |
| 16:30 – 16:45 | Coffee Break                         |                                                                                               |
| 16:45 – 17:30 | “Hot Chair”<br>Features and Benefits | Participants react spontaneously to<br>product features<br>Analysis & discussion              |



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### Day 2

| Time          | Topic                                                                                    | Content                                                                                                                                                                |
|---------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08:30 – 10:00 | Objection Handling<br><br>“Hot Chair”                                                    | What are objections<br><br>Types of objections<br><br>Dealing with objections<br><br>Participants react spontaneously to<br>typical objections heard in their business |
| 10:00 – 10:15 | Coffee Break                                                                             |                                                                                                                                                                        |
| 10:15 – 11:15 | Role Play<br><br>A typical Negotiation in your<br>Business<br><br>Participants Negotiate | Negotiation role play<br><br>Participants identify and perform typical<br>negotiations<br><br>Analysis & discussion                                                    |
| 11:15 – 12:30 | Role Play<br><br>Participants Negotiate                                                  | Negotiation role play<br><br>Analysis & discussion                                                                                                                     |
| 12:30 – 13:15 | Lunch Break                                                                              |                                                                                                                                                                        |
| 13:15 – 15:15 | Role Play<br><br>Participants Negotiate                                                  | Negotiation role play<br><br>Analysis & discussion                                                                                                                     |
| 15:15 – 15:30 | Coffee Break                                                                             |                                                                                                                                                                        |
| 15:30 – 17:00 | The Importance And Role Of<br>Culture In Negotiations                                    | Cultural differences<br><br>Effects of culture on negotiations<br><br>A comparison of negotiation styles                                                               |
| 17:00 – 17:30 | Summary Of Seminar                                                                       | Summary & Feedback                                                                                                                                                     |

Seminar is held in English. Participants should have a good command of the English language. Not suitable for beginners.

Seminar has been designed for 10 participants (maximum).