



Successful Negotiations in English Two-Day Seminar

Day 1

Time	Topic	Content
08:30 – 09:15	Course Objectives	Trainer / Group introduction Course objectives Presentation of agenda
09:15 – 10:00	Negotiating??	What negotiation is and its importance Styles of negotiations
10:00 – 10:15	Coffee Break	
10:15 – 11:00	Planning Negotiations	Planning the negotiation Preparation checklist How to structure negotiations
11:00 – 12:30	Case Study	Preparing for a negotiation Analysis & discussion
12:30 – 13:15	Lunch Break	
13:15 – 14:45	Types Of Behaviour	Behavioural analysis How to deal with behavioural styles Personal power and how to increase it
14:45 – 15:00	Coffee Break	
15:00 – 16:30	Ways To Improve Negotiating	40 most common negotiation mistakes Negotiating tactics Rules on negotiation techniques
16:30 – 16:45	Coffee Break	
16:45 – 17:30	Role Play Participants Negotiate	Negotiation role play Analysis & discussion



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Day 2

Time	Topic	Content
08:30 – 10:00	Objection Handling	What are objections Types of objections Dealing with objections Objection handling exercise
10:00 – 10:15	Coffee Break	
10:15 – 11:15	The Price Objection	Dealing with price Selling price increases Preparation of price negotiation
11:15 – 12:30	Closing The Sale	The closing stages Closing the sale Making concessions Closing questions and techniques
12:30 – 13:15	Lunch Break	
13:15 – 15:15	Role Play Participants Negotiate	Negotiation role play Analysis & discussion
15:15 – 15:30	Coffee Break	
15:30 – 17:00	The Importance And Role Of Culture In Negotiations	Cultural differences Effects of culture on negotiations 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).