

The Negotiation Edge

4 x 3 Hour Modules



The Negotiation Edge is dedicated to empowering individuals with the skills to successfully negotiate in a competitive business environment.

A Lack of clear strategy in negotiations can affect your bottom line profits and be costing your company potential clients every day.

This course is designed to help identify the key components of how to conduct a successful negotiation. It covers everything from the planning and preparation process, strategies, understanding how to communicate, persuasion and closing techniques and everything you will need to know to maximise a win/win outcome. Whether it's skills needed for sales, commercial contracts, dealing with internal/external clients or even just gaining the best deal, then gain the competitive advantage with "The Negotiation Edge."



In business, you don't get what you deserve, you get what you negotiate."
Chester L Karrass

What you will learn

- How to analyse the negotiation for a successful outcome
- Strategic communication techniques
- How to assess the psychological profile of those in the negotiation
- Negotiation techniques and tactics used by the best in the world
- How to plan and prepare for the negotiation
- Your personal negotiation style and those in the negotiation
- Persuasion and closing techniques
- Practical application through extensive role plays and customised activities
- Managing conflict in the negotiation

The Negotiation Edge covers four modules of three hours each run over four weeks. After each module participants will be given workplace activities to practice and apply.

Who it's designed for

Anyone who is involved with customers or suppliers, sales people, managers and executives or anyone who is required to negotiate win-win outcomes and agreements.

David Patmore and the Negotiation Edge

David has extensive experience nationally and internationally negotiating in a variety of conditions. He has worked with many of the top 100 companies in Australia and has been instrumental in helping his clients increase their bottom line and achieve winning results. David has an impacting and engaging style, which is contemporary, relevant and equips people with the necessary tools to maximise mutually acceptable outcomes.

- **Future profits**
- **Loss of productivity**
- **The Competitive edge**
- **Precious time and resources**
- **Poor relationships and working conditions**
- **Loss of contracts and desired outcomes**