

# Win-Win Negotiation Skills

How to Maximize the Positive Outcome of Any  
Business Negotiation



**Course Book**

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# Introduction

Whether we recognize it or not, life's a constant series of negotiations. Think about the last discussion you had with your kids, your partner, or your colleagues. What seems to be a simple conversation can, in reality, be a negotiation.

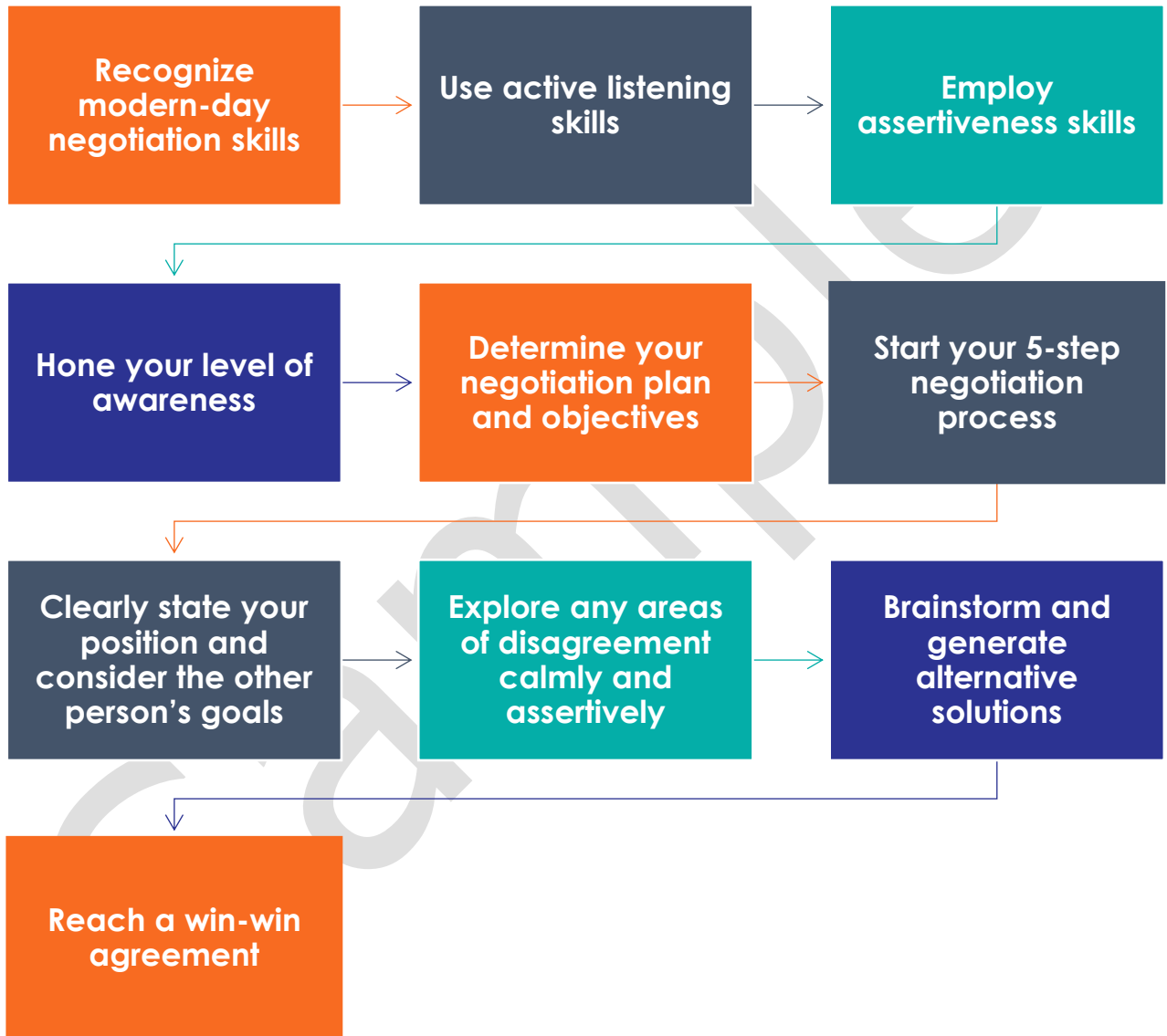
As a business owner, you probably find yourself negotiating regularly. And it's only natural that you'll deal with some situations better than others. Negotiations can be intimidating, full of conflict, and frustrating – but they don't have to be. With good negotiation skills, positive outcomes can result. It is possible to reach an agreement that both parties are satisfied with.

The aim of modern negotiating isn't to crush the 'other side' into submission. Instead, the goal is to find a mutually acceptable solution to a problem.

Poor negotiating can have negative consequences on a business that leads to loss of income, unfavorable terms, and lost contracts. Effective negotiations can save money and boost revenue. Think about it; a successful deal generates profits, increases the likelihood of future sales, and provides the foundation for a mutually rewarding relationship.

In this course you'll discover how your own style of negotiating can get in the way of success and what you can do about it. You'll discover the essential skills successful negotiators use and learn a simple step-by-step process to get to a win-win solution. By the end of the course, you'll be equipped to confidently enter into any type of negotiation and achieve positive outcomes, while also preserving your relationships and keeping your competitive edge.

**Here is your roadmap through the course:**



## Learning Objectives:

By the time you complete this course, you'll be able to:

- Recognize modern-day negotiation skills and identify how your old patterns of thinking might sabotage the negotiation process, allowing you to make changes that contribute to your success
- Use active listening skills to focus on your negotiating partners, allowing you to fully understand their perspective and expectations
- Employ assertiveness skills to express your position clearly while respecting the other person's point of view
- Hone your level of awareness so that you pinpoint emotional changes during a negotiation and take steps to uncover underlying issues
- Determine your negotiation plan and objectives, researching your negotiation partners so that you are informed and able to broker a win-win outcome
- Ensure all parties are comfortable and on the same wavelength, so that you kick-start your 5-step negotiation process on a positive note
- Clearly state your position and consider the other person's goals so that, together, you can move towards a mutually satisfying outcome
- Explore any areas of disagreement with your negotiating partners calmly and confidently, so that potential problems are brought to the surface and discussed
- Brainstorm and generate alternative solutions, bringing you both closer to a satisfactory outcome
- Reach a win-win agreement that satisfies all negotiating partners so that, together, you can commit to specific deliverables

- Consolidate and implement your learning and plan future action steps, so you can achieve the goals you set for this course.

This course is broken down into 5 major modules and individual lessons to take you step-by-step through the ways to perfect your negotiation skills so that you achieve win-win outcomes for all concerned.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

## **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 – Negotiating for Success

Every day, we engage in some form of negotiation. We bargain with ourselves about how much time we should spend at the gym, with our partners about who will pick up the kids, or with our colleagues about how long a project will take and who should be given what task.

In this first module, you'll learn how modern-day business people negotiate and identify how your old patterns of thinking might sabotage the negotiation process.

## Why Negotiate?

We use negotiating skills to reach the outcome we want, but successful negotiators don't try to win at the expense of others. Skilled negotiators understand how to create win-win outcomes, strengthening relationships and increasing personal effectiveness in the process.

When an interaction goes well, you probably don't even label it a "negotiation" because you're successfully navigating a potentially difficult situation with skill and ease. Perhaps this happens more outside the business sphere, such as when negotiating a real estate purchase or a loan at the bank. If so, you can draw on those skills and transfer them to your business dealings.

Negotiation arises when there's a situation where there are differences of opinion, wishes, or needs. After all, if you all agreed, then there'd be no need for negotiation.

As an entrepreneur, you will negotiate countless items and topics, which may include:



- Price and terms of a sale
- Service or supply agreements
- Responsibilities of business partners
- Salary
- A leave of absence or vacation
- A more flexible work schedule



**ATTENTION:**

This is only an excerpt from our full course **Win-Win Negotiation Skills**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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