



High Performance Negotiation

High Performance Negotiation is a research-based training program that will help your salespeople become better negotiators. The program is based on “Mutual Gains” negotiation, a method of mediation in which people negotiate on the merits of the problem to reach agreements that are satisfying to both parties. The goal is to find the most profitable way to complete a deal that works for both sides, at the same time building strong, trusting relationships.

Relationships and Negotiation in Today’s Marketplace

Negotiations are a part of everyday life, and they need to be handled with a clear focus and a principled philosophy. Traditional thinking about negotiation says each side takes a position, argues for it, and makes concessions until agreement-or compromise-is reached. This type of positional bargaining is usually win/lose, short-term, and ultimately, may destroy the relationship. In contrast, the win/win approach of *High Performance Negotiation* has proven to be highly successful in both business and social negotiations, particularly where significant outcomes are at stake.

Who should attend High Performance Negotiation?

High Performance Negotiation will benefit sales, support, and service professionals, managers, and executives. The workshop is limited to between nine and 24 participants to encourage discussion and learning.

Program Details

High Performance Negotiation is an intense two-day, skill-based program designed to help participants turn face-to-face confrontation into side-by-side problem solving. Participants learn how to prepare for negotiations, acquire the interpersonal skills needed to support the “Mutual Gains” Negotiation process, and achieve principled

win-win agreements. Based on the well-known collaborative model of negotiating behavior, participants learn how to open and close negotiations effectively, find creative solutions to tough problems, and work through differences. The program examines negotiations strategies, differences between positional bargaining and joint problem-solving, learning how to be soft on people and hard on problems, getting at interests behind positions, inventing options for mutual gain, using independent standards to break deadlocks, and developing a best alternative to negotiated agreements (B.A.T.N.A.)

Thousands of people have discovered their personal approach to negotiating, and in many cases, moved to a more effective style. Negotiators who gain the insight provided by *High Performance Negotiation* also learn the skills and methods required to achieve positive outcomes in more sensitive internal negotiations between work groups, departments, and divisions in which the relationship is as important as the subject of the negotiation.

Program Delivery

High Performance Negotiation workshops are designed for delivery by client trainers or managers or by GrowthSource instructors. The course is one-third instruction, two-thirds practice. Exercises and case studies are customized to reflect “real world” situations. Participants immediately transfer skills learned in the workshop to their personal and business affairs.

Instructional Methodology

- *Instructor-led, interactive workshops* designed to enable and inspire participants to adopt a proven set of principles and techniques while providing them with expert feedback throughout the workshop.
- *Skill applications, group exercises, and role plays* based on participants' own real-world negotiation situations.
- *Team discussion, planning, and strategy exercises* that reinforce program concepts and further ensure real-world application.
- *Active, structured follow-through program* with coaching activities to guide successful personal implementation of the Mutual Gains approach.
- *Bottom line impact* is measured using leading and lagging metrics to confirm that the training actually achieved the intended results.

Performance Objectives

- *Identify individual negotiation styles* and develop insights into how to flex, or adjust, style to negotiate effectively with different styles.

- *Apply a five-step planning system* to prepare for negotiations in ways that ensure optimal return for both parties.
- *Apply the techniques* of the collaborative “Mutual Gains” negotiation framework to positively influence the tone and substance of negotiations and guide them toward optimal outcomes for both parties.
- *Learn to separate* people problems from negotiation problems.
- *Recognize tactics or “dirty tricks”* and neutralize their effect on the outcome of negotiations.
- *Avoid entering* into negotiations that cannot produce favorable outcomes.
- *Apply the skills and techniques* for Alternative Dispute Resolution to guide the customer to negotiate at a cooperative rather than adversarial level.

Confidence and Reliability

High Performance Negotiation is a fully-validated, performance-based program that has been proven to have substantial impact on profitability, customer satisfaction, and quality in complex, highly competitive, and rapidly changing business environments.

The AG Nagle Professional Development System

High Performance Negotiation is a part of the GrowthSource Professional Development System-an integrated performance-based skills curriculum designed for sales, service, and support professionals.

