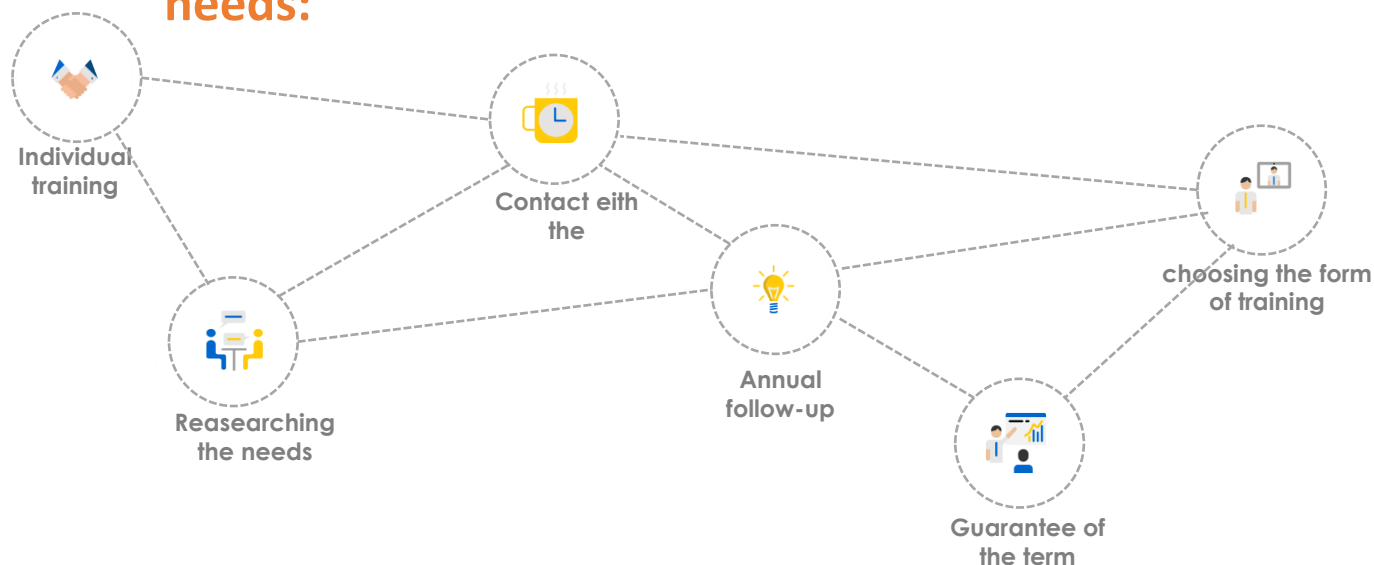


# Win-win negotiations - level I

## #1 How to increase your own negotiating power and assertiveness?

- How to be more self-confident and more assertive when the other party expects better conditions? So how not to give back,
- What is negotiating power and how does **BATNA** affect it?
- Methods for increasing the negotiating power regardless of the strength of the other party to the negotiations,
- How to use the advantage in negotiating power to success for both sides of the negotiation?
- Techniques of increasing your own negotiating power by recognizing and lowering the strength of the other party to negotiate:
  - Stock-up technique,
  - Accessibility technique,
  - Technique for service,
  - Technique on the client,
  - Technique for plans,
  - Technique for profitability,
  - Technique for opinions,
  - The technique at the end.

### How we take care of your needs:



# Win-win negotiations - level I

## #2 Psychological tricks and tactics during negotiations

- **How to recognize bluff and lying by facial expressions and micromimics?** *(in the live online version, you will learn and in the stationary version - you will also experience it live),*
  - When and which tactics are worth using?
  - How is a tactic different from a psychological trick?
  - How to argue in response to the tricks or tactics used?
  - Where is the line between persuasion and manipulation?
  - What is the role of ethics in negotiations?
- **How to recognize manipulations and negotiation tricks and deal with them turning them to your advantage:**
  - A valuable concession,
  - Good - bad cop,
  - What if ...
  - Door to face
  - A reward in paradise,
  - For the good start,
  - Incomplete powers of attorney,
  - Time manipulation,
  - Depreciation,
  - Seeming concessions,
  - Prosthesis (also called 'broken leg'),
  - Test balloon,
  - Empty wallet,
  - Nibbling,
  - Foot in the door
  - Successful shock,
  - The principle of competition,
  - Walk away from the table.

we conduct the training in the formula:

- ✓ stationary
- ✓ on-line
- ✓ hybrid - MIX

# Win-win negotiations - level I

## #3 Negotiation styles - "Positional negotiations"

- How to open auctions and run them fairly?
- How to make a proposal?
- When to stop bidding and when to withdraw?
- How to negotiate positional and not get entangled in positions?
- Why is ZOPA not a common budget range on both sides of the negotiations?
- How to establish ZOPA in an auction?
- How can you bury negotiations with ZOPA's miscalculation?
- What is the importance of BATNA and WATNA for ZOPA?
- Why is it not worth relying on leaks about the other negotiating party's budget?
- 5 mistakes - how does unskillful bidding during negotiations cause that the other party of the negotiations will expect even greater concessions?
- 5 rules thanks to which the auctions will not turn against you,



- How to use the "Door in the Face" tactic in auctions so as not to destroy your credibility?
- How to lower the position in the auction to still have authority and a strong position and increase the probability of "closing" the contract?

## #4 Negotiation styles - "Win-Win"

- How do I move from negotiated bidding to business?
- What are interests in negotiation?
- How is it done in practice - no one loses, no one gives up, everyone gains?
- How to conduct negotiations according to the Win-Win style?

## #5 Negotiation styles - "Hard negotiations"

- How to use policy (e.g. price policy) to create the foundations for a hard negotiating style?
- How to make a tough negotiating style acceptable and even respected by the other party to the negotiations?
- What to base a hard negotiating style on so that it is not just a bluff?

# Win-win negotiations - level I

## #6 4WIN™ - methodology and algorithm for achieving the Win-Win effect

- How to go beyond bidding?
- How to enter a more advanced level of negotiation than interests?
- How to recognize the beliefs of the other party in the negotiation?
- How to navigate the map of convictions of the interlocutor-negotiator?
- How to distinguish in the interlocutor-negotiator the convictions crucial for the negotiations from the secondary ones?
- How to use beliefs and values to create an infinite number of solutions that satisfy both parties to the other side of the negotiation?
- How to use the convictions of the other negotiating party to change its position?

## #7 How to conduct the negotiation process and meetings?

- How to prepare for negotiation meetings?
- How to conduct a negotiation meeting?
- How to control the course of the meeting and how to regain control?
- How to close the negotiation process and what mistakes to avoid at the final stage of the negotiation?



**You have any questions?  
Feel free to contact us!**

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