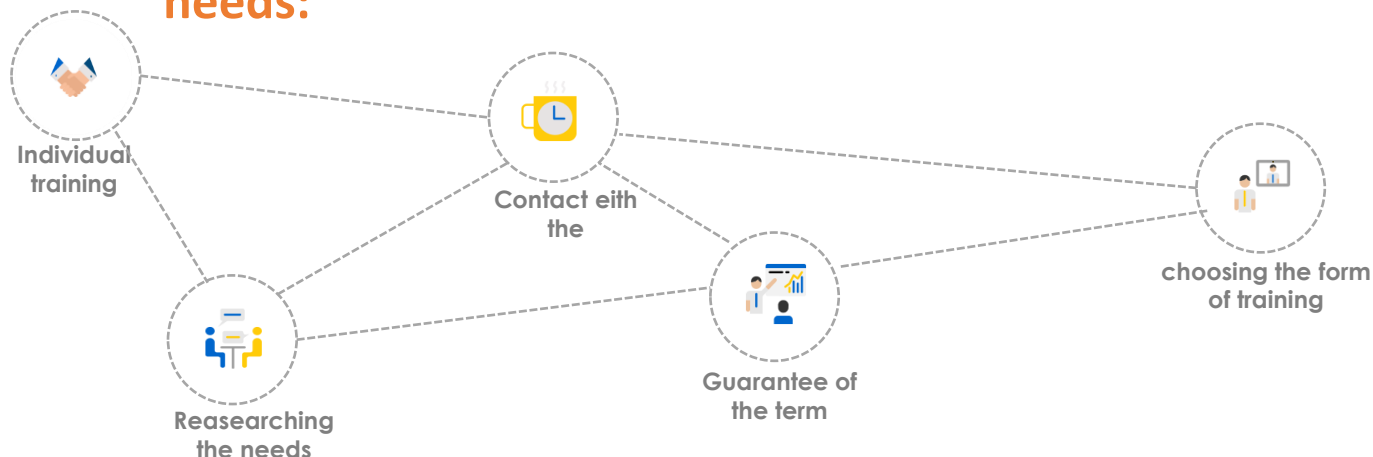


Win-win negotiations - level I

#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?

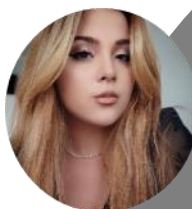
Win-win negotiations - level I

#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?



Have any questions?
Feel free to contact us.

Adrianna Ostrowska
Open Training Coordinator

789 220 112
adrianna.ostrowska@4grow.pl