

Negotiation Skills

Redcap Associates Ltd



David is the Managing Director of Redcap and has recently completed a client project that delivered over *£1 million cost reduction* through the effective implementation of Category Management. He can provide an insight in to how you need to drive forward the concept to get essential buy-in from colleagues, management and suppliers.



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In the current economic climate "Cost Reduction" is the key driver for the public and private sector business. With the Government focusing on reducing cost by 25 to 40% all sectors of business will be affected by this drive to retain control of expenditure and the economy.

In this climate, **negotiation** is one of the most important skills in a buyer's and seller's armoury.

This programme is designed to build on participant's business skills to develop the concept of commercial negotiation.

Who should attend?

Procurement and sales people who need to negotiate as part of their role and who need to obtain commitment from customers, suppliers and colleagues.

Competency Development Areas

- Negotiation
- Influencing and Persuasion

Programme Content

- Why negotiate?
- What is negotiation?
- The negotiation ritual
- Negotiation - personal styles
- Negotiation Cycle
- Setting targets and achieving them
- Generating Movement
- Communication
- Negotiation Tactics and Ploys
- Telephone negotiation
- Golden Rules of negotiation
- Personal Action Plans

Duration: 1 Day
