

# THE ART OF NEGOTIATION AND CONVINCING

06-07 FEBRUARY 2014, 9.00-17.00

## REFINE AND DEVELOP VALUABLE SKILLS IN NEGOTIATING WITH CLIENTS, SUPPLIERS AND OTHER THIRD PARTIES

Have you found yourself in a situation when **you couldn't find the appropriate expression**, the most perfectly suitable term? When you didn't **know how to achieve your aim** at a conference – especially in a foreign language conference? Even one well formed and aimed sentence can mean success in business communication, therefore it is vital **to have confident international skills in English** even in difficult situations!

- What is the difference between international and national negotiations?
- How does different cultural relation to time **influence a negotiation process**?
- What particular techniques do certain cultures usually use?
- Is there an international **negotiation strategy**?
- Is there a generally accepted 'diplomatic' culture?
- How can we **master even the hard situations**?
- How can we avoid obstacles and traps at a negotiation?
- How to apply **problem-solving attitude** during a negotiation?
- How to recognize, **develop and apply those interpersonal skills** and techniques vital to a successful negotiation?

Web: [www.iir-hungary.hu](http://www.iir-hungary.hu)

E-mail: [conference@iir-hungary.hu](mailto:conference@iir-hungary.hu)

Phone: 0036 1 459 7300

Fax: 0036 1 459 7301



# DAY 1

## The Role of Perception & Beliefs of Expert Negotiators

The day's programme will begin by exploring the misunderstandings surrounding competitive and collaborative negotiations, and identifying how you can benefit by converting competitive negotiations into collaborative approaches and develop partnership-type relationships. You will also have the opportunity to audit your own negotiation style and scrutinise your own beliefs and approaches to identify how best you can further improve and refine your skills and develop new negotiating strategies.

### Sensory Acuity vs. Assertiveness

- effective listening techniques
- defining empathy and assertiveness
- listening and asking exploratory questions and when to use them
- getting to grips with alternative questioning strategies

Group exercises: Evaluating and understanding your assertiveness exercise

Listening and questioning skills exercises

### Understanding the Implications of the Win/Win Concept

- examining the 'inner game' of effective negotiation
- identifying the beliefs that are important in negotiating effectively
- reviewing your own beliefs: do you need to make changes?

Pairs exercise: Hungarian agency vs. Spanish partner

### Negotiating Skills – the Art of Influence and Persuasion

Throughout the day you will receive intensive, hands-on guidance to enable you to acquire expert skills in the key areas of negotiation. You will gain an insight into how alternative approaches to negotiation can be best employed in various negotiating situations, and discover how you can achieve a positive outcome with uncooperative and hostile "opponents".

### Needs Definition

- understanding what the other side really wants
- positions vs. interests: Porter's 5 Forces
- emotions vs. motivators
- power negotiation vs. needs-based negotiation

Individual exercise: Charting needs

Four round negotiation exercise

### Yes Sets

- building a history of agreement into the meeting
- overcoming resistance and handling your 'hot buttons'
- 'reframing' technique
- techniques for focusing on the issue and not on the opponent
- techniques for avoiding misunderstandings
- how to avoid making premature concessions

Pairs exercise: Off the cuff objection handling: Your team vs. your new employee decision exercise

### Sending Positive Messages

- putting your point of view across in a positive manner
- understanding the power of body language and voice quality
- the assertive method
- 5 principles of behavior
- the broken record technique

Pairs exercise: Sending positive messages: The new employee's salary vs. your team exercise

## Trainer



Dr. Troy Wiwczaroski is an Associate Professor at Debrecen University, where he has been teaching since 1995. Specializing in public speaking, negotiation/conflict management and communication training in English and German, Dr. Wiwczaroski's teaching and research include a focus on the skills-based professional development of his students, who come from many branches of the university. His students have gone on to work in management, academia and responsible ministerial and administrative positions throughout Hungary, Europe and the world. Dr. Wiwczaroski is a native of Texas and received his Master's and PhD degrees from Washington University in St. Louis, one of the top 10 universities in the United States.

## Planning and Conducting Effective Negotiations

Throughout the following two sessions participants will work in small groups planning and role playing a series of negotiations.

You will begin by establishing an effective structure for planning your negotiations, ensuring you are thoroughly prepared and helping maximise the use of limited planning time. Common mistakes made during the planning process will be highlighted.

Then you will discover how to control negotiations in order to achieve your desired outcome whilst maintaining a constructive relationship. You will see for yourself the difference between average negotiators and expert negotiators, understand why many people fail to secure successful outcomes, and learn key actions which can be taken to ensure you avoid the potential pitfalls.

### Planning the Negotiation

- working through a planning process: negotiations preparation worksheets and their use
- specifying outcomes
- building a team and assigning roles
- analysing a database and understanding where the power lies
- building a settlement range
- planning the negotiation
- testing the plan

Exercise: Using negotiation preparation worksheets

### Conducting the Face to Face Meeting

- working through the meeting process: setting the scene and creating an environment
- obtaining vital information: agreeing outcomes and establishing the agenda
- probing in order to develop understanding
- making proposals and giving and receiving concessions
- applying effective closing techniques
- agreeing action & recording outcomes
- monitoring the result

## As a result of the training:

You will get familiar with the basics, strategies and tactics of international negotiation. Negotiation and communication skills develop.

Through negotiation situations your skills will develop, you will get reliable feedback about your production.

## Coaching on Key Behaviours

In this session you will have the opportunity to evaluate your own performance and identify how you can avoid making crucial negotiating errors.

- receiving individual coaching and feedback on current negotiating behaviour
- analysing strengths and weaknesses using negotiating skills assessment checklists
- developing your key learning points

Classic negotiation warm-up exercises

### Breaking Deadlocks

This session will give you constructive techniques to enable you to deal effectively with difficult negotiating situations and people, and help you convert a negative situation into a positive outcome.

- acquiring key techniques for overcoming obstacles to agreement
- understanding the difference between haggling and negotiating
- the power of metaphor
- applying the “negative consequences” technique using counter examples to diffuse objections and overcome barriers

Pairs exercise: The Vendor and the Leather Bag exercise

### International negotiations

- vital tips for negotiating in an international setting
- understanding some of the more common negotiation ‘ploys’ and how to counter them

Pairs exercise: Handling “dirty tricks”

### Personal Development Plans

Drawing on your experiences and learning achieved throughout the seminar, this session gives you the opportunity to “audit” your current strengths and weaknesses and draw up a personal development

# REGISTRATION FORM

Adult education registration number: 00206-2012  
Accredited registration number: AL-2748

TN3024

## 1. ATTENDEE:

Surname \_\_\_\_\_ First name \_\_\_\_\_  
Position \_\_\_\_\_  
Department \_\_\_\_\_  
Qualification \_\_\_\_\_  
Tel \_\_\_\_\_  
Fax<sup>1</sup> \_\_\_\_\_  
Mobile<sup>1</sup> \_\_\_\_\_  
E-mail<sup>1</sup> \_\_\_\_\_  
Signature<sup>2</sup> \_\_\_\_\_

## Approving Manager:

Surname \_\_\_\_\_ First name \_\_\_\_\_  
Position \_\_\_\_\_  
Department \_\_\_\_\_

## Booking contact person:

Surname \_\_\_\_\_ First name \_\_\_\_\_  
Position \_\_\_\_\_  
Department \_\_\_\_\_

## Substantial Person<sup>3</sup>:

Surname \_\_\_\_\_ First name \_\_\_\_\_  
Position \_\_\_\_\_  
Department \_\_\_\_\_  
Signature<sup>2</sup> \_\_\_\_\_

## 2. ATTENDEE:

Surname \_\_\_\_\_ First name \_\_\_\_\_  
Position \_\_\_\_\_  
Department \_\_\_\_\_  
Qualification \_\_\_\_\_  
Tel \_\_\_\_\_  
Fax<sup>1</sup> \_\_\_\_\_  
Mobile<sup>1</sup> \_\_\_\_\_  
E-mail<sup>1</sup> \_\_\_\_\_  
Signature<sup>2</sup> \_\_\_\_\_

## ADDRESS OF INVOICE:

Name of company \_\_\_\_\_  
Zip code \_\_\_\_\_ City \_\_\_\_\_  
Street/Mailbox \_\_\_\_\_

1 By giving your e-mail address, fax- and mobile phone number you contribute to get more information about the IIR further conferences.

2 With your registration signature you justify that you will attend in conference personal.

3 Your substitutor person if you are not able to take part in conference.

Please contact us for group discount.  
calling 06-1/459-7334

MARKETING@IIR-HUNGARY.HU

## Attendee Fee

**The art of negotiation  
and convincing**

**HUF 199.000**

Our prices are not include VAT. The registration fee includes the cost of documents, lunch, coffee and refreshing snacks.  
Pictures and video recordings may be made of the conference.

## PAYMENT, WITHDRAWAL

With your application you accept the terms and conditions. After your application you will get a confirmation letter and an invoice from us. Please, transfer the amount of sum and send us the invoice number before the conference, and the name of the participant. The entrance of the conference is guarantee only if our company receives this payment 3 work-day before the conference. If the transfer is occurred 2 weeks within the conference, you should justify this with your form on the register day. In case of delay in payment, the participant must pay collection fee. We reserve the right to change the program and the venue. Withdrawal: Only in written way. The fee of withdrawal is 20.000 HUF+ VAT per participant as an administration cost. The fee of withdrawal within 2 weeks is 40.000 HUF + VAT. In case of withdrawal within 2 workdays, the whole registration fee must be refunded by the participant. The registered participant's data can be changed under certain conditions. Our customer service (06-1/459-7300) gives more information for you, and you find further details on our website, as well.

## CONTACT DETAILS

Customer service: Tünde Takács 06-1/459-7300  
Conception: Ágnes Lukácsi 06-70/703-5465  
Marketing: Petronella Szabó 06-1/459-7334