

Barry Moline

Leadership ♦ Teamwork ♦ Negotiation

Mastering Negotiation and Influence

We negotiate all the time but often don't recognize it; sometimes it's obvious, but often, it's not. Common situations are buying a house or car, setting our salary, or asking for a promotion. At work, we negotiate for our company, seeking deals that lead to the organization's success. But negotiation is everywhere – even deciding where to go for dinner, what TV show or movie to watch, or where to take a vacation. These are the everyday negotiations with the people around us. And with multiple opinions, it can be stressful. If we don't know the elements of successful negotiation, we leave on the table financial value and service benefits, shortchanging the best deal for all. Understanding the keys to negotiation and influence gives you and your company a leg up in every situation, every day, throughout your life.

How can we learn to negotiate so that we achieve win-win outcomes? And if we can't reach a deal, how do we know when to walk away? What are the best ways to influence people to agree with you?

In this presentation, we discuss the essential elements of negotiation, using and responding to various tactics, the process of preparing, how to achieve positive outcomes, understanding influence, and if it doesn't work out, when to walk away.

Key Takeaways

- The purpose of negotiation and the importance of relationships
- How preparing for negotiation is vital, and why most people are unprepared
- Understanding influence and emotion, and using them to your advantage
- Quantifying offers to understand the value and determine achievements
- Defining your priorities: financial, features, and emotions
- Presenting your value proposition, and conversely, your needs and outcomes
- The importance of understanding your negotiation partner and thinking creatively
- Knowing when to walk away

Who Should Attend

- People who buy and sell products and services
- Those who want to get what they want while maintaining positive relationships
- Everyone who interacts with others and wants to get stuff done with positive outcomes

This is a one-hour keynote or up to two-hour workshop with high participant engagement.

Connect with Barry!

More info and to schedule a talk:

barry@barrymoline.com 850-251-5060

www.barrymoline.com