

Principles and Practice of Negotiation (One-day programme)



At Huthwaite International we have been delivering real sales and negotiation performance improvement for more than three decades. As a result we are confident we can show you how to make a real and lasting improvement to your results, no matter what your level of experience or current performance. All our training is derived from field research into what high performers do to distinguish themselves from the rest.

This course contains many of the insights from real-world research that are contained in our flagship three-day Negotiation Skills programme. Because this is a condensed, one-day course it does not include our Behaviour Analysis model.

The course is designed to provide you with the understanding and skills to get you started in negotiation.

Huthwaite Negotiation Skills training builds the skills essential to success by helping you to:

- understand the differences and relationships between selling and negotiating
- prepare and plan in a structured way, using the Huthwaite Skilled Negotiator model
- develop strategies and tactics to manage the movement of the negotiation to a desired outcome
- understand where power comes from in negotiations
- develop strategies for maintaining a positive climate and dealing with 'dirty tricks'.



Training design

We deliver Huthwaite Negotiation Skills through a highly interactive process using exercises, case studies/simulations and trainer inputs.

Course outline

- Introduction to negotiation and Huthwaite research
- Negotiation exercise
- Preparation and planning for negotiation; including power, persuasion and bargaining
- Negotiation exercise
- Review of negotiation exercise
- Dirty tricks and how to handle them
- Course review and close.

This course does not include Behaviour Analysis or feedback.

Who should attend?

This course is ideal for those who are new to negotiation, including sales executives, sales managers, technical, financial or legal specialists, or those who have a support role, helping negotiation teams to prepare and plan for negotiations.

This course provides an excellent starting point for new negotiators who, once they have gained some experience, will benefit from attending Huthwaite's in-depth three-day negotiation skills programme.

Contact us

For more information about Negotiation Skills or other Huthwaite Open courses please go to: www.huthwaite.co.uk/open or call the Open Coordinator on +44 (0) 1709 521 243.