



**Schulich**  
School of Business  
Executive Education Centre

# Successful Business Negotiating Strategies for Managers

*Negotiating is a “must have” skill for all managers. Learn proven techniques to communicate, persuade and use power effectively during negotiations.*

## SEEC Moments of Insight include:

Planning for success by setting appropriate goals, defining the issues, and gathering necessary background information.

The fundamentals: communicate clearly; persuade effectively; exercise power appropriately; use information wisely; behave ethically.

When to use alternatives to direct face-to-face negotiating like dispute resolution systems and third party assistance.



Register for an Upcoming Session:

May 30 - June 1, 2018  
December 3 - 5, 2018

## Our Participants Say it Best:

*“A great course that puts theory into practice with real-life situations. The skills learned here can be applied to all aspects of business and personal dealings.”*

**G. Broadway, Product Manager**  
AstraZeneca Canada Inc.

*“The curriculum was perfect for teaching key concepts and flowing into more complicated ones.”*

**M. Burleigh, Relationship Manager,**  
Investment Planning Counsel

*“The course provided participants the opportunity to apply negotiation tools learned through workshops. This reinforced the learning to be taken back to the office.”*

**W. Atkinson, Executive Director,**  
Business Development, CBC

*“Hands on experience, ready to use skills, valuable information.”*

**V. Fontana-Vatcher, Account Manager,**  
Suncor Energy



21 PDU\*



21 CPD

Register Today / Complete Details

<http://seec.online/11794>



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## Learn to negotiate successful outcomes in any situation.

We all negotiate countless times a day to resolve conflicts, client problems or differences of opinion. **But few of us have taken the time to think about what we are doing when we negotiate and how we might improve.** In three highly-interactive days of learning, participants will **analyze their own negotiating style, develop a practical understanding of effective negotiating behaviours, and improve their ability to plan and conduct successful day-to-day negotiations in every situation.** New negotiating skills will be reinforced using hands-on exercises, case discussions and simulations from a variety of functional areas such as sales, purchasing, and union-management relations.

### Top Take-Aways

1. Develop a practical understanding of **four key negotiations processes**
2. Create **win/win outcomes** with others
3. **Maximize negotiating effectiveness** using strategic, systematic, rational and analytical approaches
4. How to lay the groundwork for **productive negotiations**
5. Identify your **strengths and weaknesses** as a negotiator
6. Analyze the **strengths and weaknesses of the other negotiator(s)**
7. **Communicate, persuade and use power effectively** during negotiations
8. Recognize when **third party assistance** would be helpful
9. Deal effectively with **cultural differences** in negotiations

### Who Should Attend

This is one of Schulich's highest rated and most popular skills development courses. Those who regularly attend the program include:

- General managers and business managers
- Business officers and Directors
- Division managers
- Training, HR and industrial relations specialists
- Sales, Marketing and Account Managers
- Project managers, team leaders and supervisors
- Senior managers and Branch managers
- Public sector managers
- Development managers
- Regional, national and international managers

### Instructor Profile

**Dr. Gail Levitt**, PhD, MA, President of Levitt Communications, is one of Canada's most experienced negotiators and professional instructors in the field of business negotiating and innovative negotiated solutions. She is a Harvard University trained specialist in both collaborative and competitive bargaining methods, and facilitates negotiation and management communications training for diverse clients.

## Overview of Learning

### Win/Win Negotiations

- Recognizing and creating opportunities for mutual gain
- Win/lose conflicts and win/win mutual problems
- Interdependence, competition and cooperation

### How Negotiations Are Structured

- One issue, a few issues, or a large number of issues
- Disputes between your team and another group within your own organization
- Disputes between your team and another organization
- Multiple parties

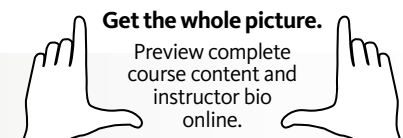
### Negotiating Processes

- Claiming value in single issue negotiations
- Creating value in multi-issue negotiations
- Taking account of people's needs and wants
- Approaching problems rationally by developing alternatives

### Timing in Negotiations

- Recognizing the need for negotiations
- Planning and preparing for negotiations
- Setting negotiations goals; selecting negotiating strategies and tactics
- Initial stage, mid stage and end stage strategies:
  - Initial stage: presenting and clarifying issues and positions
  - Mid stage: narrowing the gap
  - End stage: reaching final agreement or walking away

*Continues Online*



**Complete Details / Register Today**

<http://seec.online/11794>

Tel.: 416.736.5079 | 1.800.667.9380  
or email [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@schulich.yorku.ca)

Register Today!

#### Dates & Locations:

**May 30 - June 1, 2018**  
Executive Learning Centre

**December 3 - 5, 2018**  
Miles S. Nadal Management Centre

#### Registration Fee:

\$2,950 + applicable taxes

#### Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change