



**Schulich**  
School of Business  
Executive Education Centre



**Online**  
Virtual  
Classroom

**Register for  
an Upcoming  
Session:**

# 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.*

Nov. 2 - 4, 2020

**Featuring the new, secure ZOOM video-conferencing platform. You'll benefit from:**

- Multi-modal delivery of materials
- Engaging activities and interactive exchanges
- Breakout discussions with the instructors and your fellow participants

## 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

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

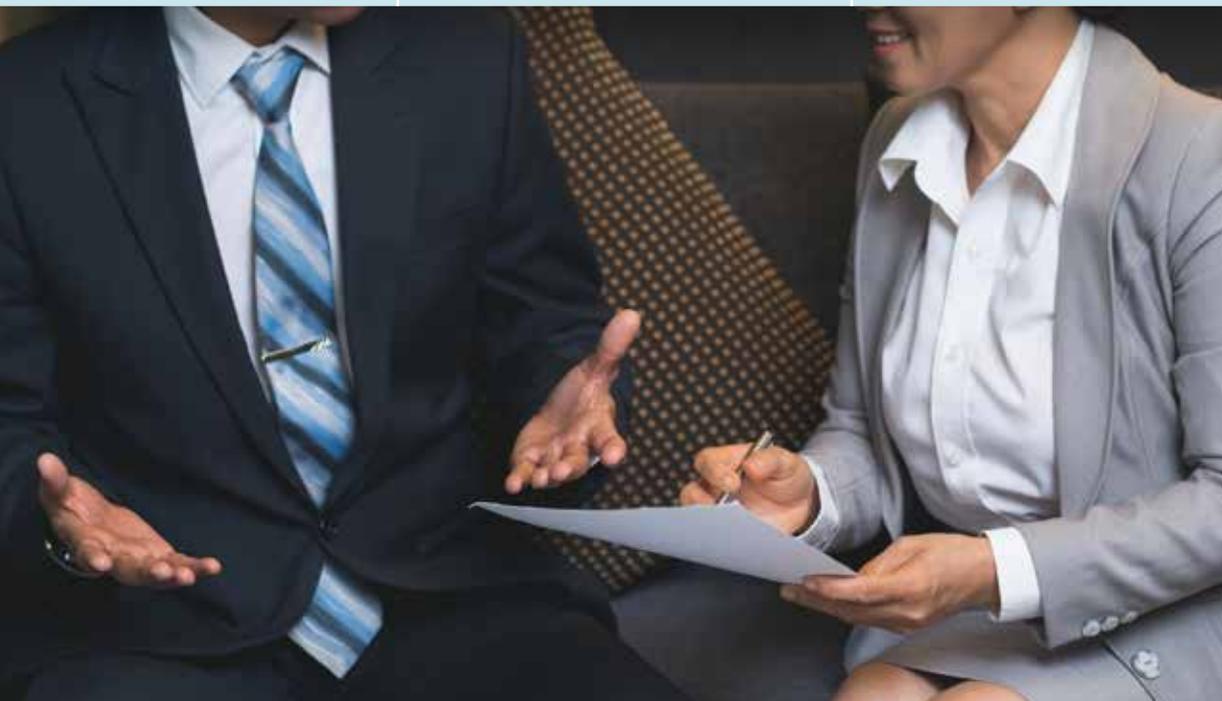
**V. Fontana-Vatcher,**  
Account Manager,  
Suncor Energy

## 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.



21 PDU\*



21 CPD

**Register Today / Complete Details**

<https://seec.online/13014>



**Schulich**  
School of Business  
Executive Education Centre



## Negotiate successful outcomes in any situation.

Now, more than ever before, negotiating for business requires great agility to **adjust to new situations in different settings, involving working remotely, communicating virtually, and interacting in person under new social distancing guidelines.** To succeed in these uncertain times, business negotiators need to develop special skills and new behaviors that enable them to be more productive, resilient, focused, and adaptable. These include planning more efficiently; responding more strategically; communicating more persuasively; and adapting with more flexibility.

**High-Interactive Format:** Small breakout team discussions, real-time negotiation practice with constructive feedback, videos showing best practices, and activities to apply negotiation strategies and techniques

### Useful Tools and Templates:

- Your negotiating style: Using it to your advantage both virtually and in person
- Preparation checklists: For both virtual and in-person negotiations
- Negotiation resource kit: Strategies and techniques to refer to when negotiating

### Relevant Course Focus:

- Planning to negotiate virtually and in-person: tools, templates, and techniques

- Managing the negotiation process proactively: Adapting behaviors and applying strategies
- Building trust and commitment: In different settings, with and without full authority
- Becoming a more agile negotiator: Ongoing simulation practice and feedback
- Overcoming Negotiation Obstacles: Discussion, solution brainstorming, and action planning

## 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

The program is regularly attended by:

- 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

## 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

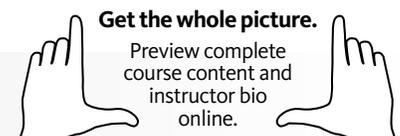
### Negotiating Processes

- 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**

<https://seec.online/13014>

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

### Upcoming Session:

November 2 - 4, 2020

### Format:

Online in the Virtual Classroom

### Registration Fee:

\$3,250 + applicable taxes

### Complete registration details:

[seec.online/FAQ](https://seec.online/FAQ)

### Technical Requirements:

[seec.online/techreq](https://seec.online/techreq)