

## **KARRASS' EFFECTIVE NEGOTIATING® SEMINAR**

### **TOPICS: DAY ONE**

#### **MAKING MORE PROFITABLE AGREEMENTS: CREATING SATISFACTION FOR BOTH PARTIES**

##### HOW OTHER CULTURES NEGOTIATE

- ▶ Different negotiating styles and approaches used abroad.

##### WHAT THE KARRASS RESEARCH SHOWS

- ▶ The traits of successful negotiators; how to acquire and apply those skills.

##### THE ART OF CREATIVE COMPROMISE

- ▶ A Case Study: How to make a better deal for both parties in any negotiation

##### PRINCIPLES OF CONCESSION MAKING

- ▶ Learning when to concede; when to hold firm; and how to provide greater satisfaction to the other party.

##### FUNNY MONEY

- ▶ Negotiating for value rather than price.
- ▶ Never negotiate for funny money ( piece price, warranties, percents)

##### THE SUBTLETIES OF POWER

- ▶ How to gain leverage; and how to use it to gain your objectives.
- ▶ A Case Study: How a seller can uncover the limits of the buyer's power, even when selling in a very competitive marketplace.
- ▶ A Case Study: How a buyer can gain leverage even when negotiating with a sole-source supplier.

##### THE DYNAMICS OF TEAM NEGOTIATING

- ▶ How to organize a team; an array of team tactics that mean added leverage.

### **TOPICS: DAY TWO**

#### **WIN-WIN STRATEGIES AND APPROACHES**

##### THE STRATEGY OF TARGET SETTING

- ▶ How to set and achieve higher goals during a negotiation.

##### STRATEGIES FOR CHALLENGING A FIRM PRICE

- ▶ A Case Study: Techniques guaranteed to work in gaining a better deal from a supplier or on a car, house, or other major consumer purchase.

##### THE STRATEGY OF LONG TERM RELATIONSHIPS

- ▶ A Case Study: Finding win-win synergies to improve and strengthen the relationship between the two parties.

##### COMPETITIVE TACTICS TO WATCH OUT FOR

- ▶ Subtle traps into which even experienced negotiators fall.

##### TACTICS TO COUNTER TACTICS

- ▶ How to gain and maintain the initiative even when under severe pressure from the other party.

##### SETTING THE STAGE: A WIN-WIN AGREEMENT

- ▶ A Case Study: Comparing styles of negotiation that can facilitate or stymie agreement.

##### DISCOVERY TACTICS

- ▶ How to uncover the other party's hidden agenda.