

Successful Negotiator Workshop



What is Successful Negotiator?

The Successful Negotiator is a two-day, highly interactive skill building training workshop for gaining cooperation and negotiating more robust agreements.

Successful Negotiator gives managers an easy to use proven system for influencing and negotiating with people...especially "difficult" negotiators.

Based on **Persona** GLOBAL's proprietary Communication Styles, Trust Building, Cooperation and Negotiator methodologies, delegates learn how to build sustained long term win/win business relationships based on trust.

During Day One managers receive feedback on how business associates perceive their natural Communications Style on influencing others, ability to project Empathy and interpersonal Flexibility level, all the essential elements of effective communication. This input leads to an individually tailored Action Plan for each manager to improve his/her ability to build trust, influence others and negotiate effectively.

Day Two of the workshop provides managers with tools on how to approach the systematic negotiation process in order to learn how to get behind Positions to the actual Needs of the other party in a negotiation situation. Managers

have the opportunity to learn and practice skills critical to working effectively within and across functional boundaries, as well as external parties. They learn where they stand in relation to Risk and Trust...and how this affects their ability to negotiate sustainable results built on trust.

Managers will also gain useful insight with their Advice Feedback into the ways they are perceived by people they negotiate with. These people are selected by each manager to complete a survey prior to the workshop. From the feedback, managers are given developmental guidance outlined in set of specific practices and skills to help them to enhance their abilities to be successful negotiators.

Successful Negotiator has been proven to be one of the world's most effective training program on communication, influencing and negotiating skills. More than one million people in 71 countries have attended this skill building workshop. The Successful Negotiator is available in 38 languages, including traditional and simplified Chinese, Arabic, Russian, Korean, Thai, and Bahasa to name a few.



Who Should Attend?

This workshop is targeted at middle managers and above. Managers that need to negotiate with peers whose cooperation they need to do their jobs in an efficient and timely manner, as well as support from the manager's natural support teams whose cooperation is needed to execute what they have negotiated with another party.

Successful Negotiator Benefits for the Participant

- **ACTIONABLE.** Emphasis is on acquiring immediately usable skills rather than learning theory.
- **EASILY UNDERSTANDABLE.** A simple practical methodology based on existing personal and work experience.
- **LONG-TERM BENEFIT.** Delegates can receive an exclusive, unique, free Apple iPad application on line via the Apple Store for profiling those they need to influence after the workshop.
- **MULTI-PURPOSE.** Skills are effective in both business and personal settings. **PC Gameplan**
- **TAILORED PROGRAMMING.** The Gameplanning Software can be integrated to incorporate the benefits of a company's specific products and services.
- **THOROUGH DOCUMENTATION.** Reports and guides give complete feedback and information.
- **UNIVERSAL TRUTHS.** Principles and skills learned are applicable in all cultures. The Successful Negotiator is available in more than 71 countries.
- **WORK RELATED.** Participants address real-life influencing and negotiation challenges by developing an actionable plan during the workshop to communicate more effectively with a specific individual at work.



ABOUT THE AUTHORS



Jon Gornstein
Founder and President of **Persona** GLOBAL®

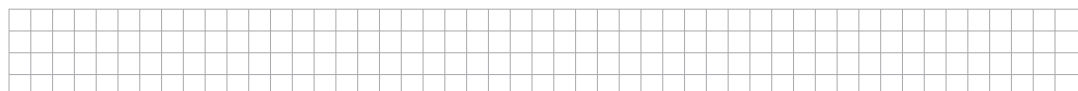
The Persuasive Communicator® was developed by **Jon Gornstein** – the founder and President of **Persona** GLOBAL® who has devoted his 39-year career to helping multinational corporations make changes in leadership and corporate culture, improve organizational alignment, enhance performance and strengthen communications. He has consulted in more than 72 countries to companies such as Abbott Labs, Disney, IBM, Glaxo SmithKline, Cathay Pacific Airways, Goldstar, and Hilton Hotels.



Robert C. Parker, C.P.M. & John A. Carlisle
Co-authors: **Cooperation & Beyond**®

Robert Parker has counseled major U.S. and European clients on ways to develop more mutually beneficial relationships with key customers, suppliers, carriers, and other strategic partners. Mr. Parker spent 25 years as a manager of purchasing, transportation, materials, and facilities functions at Ford Motor Company and International Harvester.

John A. Carlisle began to formulate his thoughts on relationships management in Kitwe, Zambia in the 1960s. In 1976 he joined the Huthwaite Research Group in Sheffield, England and shortly launched the behavioral approach to training negotiators. He later joined TRANSFORM and partnered with Bob Parker to develop models which helped negotiators and their organizations to look for healthier, longer-term relationships.



"I've been in the training industry for 20 years and I'm convinced this is the best program I've ever seen."

Yvon Dray • Director of Training for Operations, Alcatel, Mexico City

What You Will Experience and Achieve

Day One

COMMUNICATION STYLE

- Consequences of poor communication on negotiations
- Mr. "X" Case Study - participant's actual ongoing negotiation
- **Persona** Trust Model

The Persona Trust Model



- Description vs. Judgment
- Communication Styles matrix; understanding the needs of others

TRUST & EMPATHY

- The Four Elements of Trust: Strengths & Weaknesses in Trust Building
- Platinum Rule in Trust Building
- Behaviors of a person projecting Empathy
- Active listening skills
- **Communication Styles and Empathy Feedback**

CHANGE AND DEFENSIVENESS

- Style recognition observation skills
- Understanding how each style reacts to change and tension
- Avoiding the "heat of the moment" (and how to react if it occurs)
- Understanding parameters...your constraints

FLEXIBILITY

- Understanding flexibility, behaviors of a flexible person and why it is crucial to negotiating win/win outcomes
- Getting your point across without damaging the relationship
- **Flexibility Feedback**

NEGOTIATION PROCESS

- How to position benefits in terms the negotiating partner will accept while achieving the optimum realistic results
- Six Steps Negotiation Process: Preparation, Beginning, Discovery, Presentation, Support, Action
- **Gameplan Feedback**

Day Two

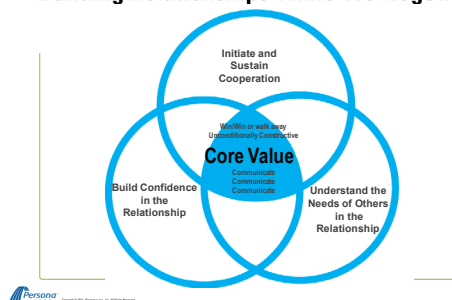
NEGOTIATING OUTCOMES WHILE BUILDING QUALITY RELATIONSHIPS

- Red/Blue Game...a negotiation game bringing to life 4 basic rules of negotiating win-win agreements that will be executed by both parties while building and sustaining quality business relationships

UNDERSTANDING AND BUILDING THE BUSINESS RELATIONSHIP

- Introduce two Core Values and three Primary Practices

Building Relationships While We Negotiate



- Primary Practice 1 - Initiate & Sustain Cooperation. Competencies, practices and skills
- **Risk/Trust Feedback**

BUILDING CONFIDENCE

- Risk and Trust Matrix

UNDERSTANDING THE NEEDS OF OTHERS IN THE RELATIONSHIP

- Primary Practice 2 - Understand the Needs of Others in the Relationship
- **Needs Awareness Feedback**

DEVELOPING CONFIDENCE IN THE RELATIONSHIP

- Primary Practice 3 - Building Confidence in the Relationship
- Be trustworthy: Reliability, Acceptance, Openness, Congruence/Honest, Communicate

NEGOTIATING CHANGE IN COMPLEX BUSINESS ORGANIZATIONS

- Phases of development
- Mandate Teams – what is a Mandate Team and why they important for both internal and external negotiations
- **Advice Feedback**

ACTION & IMPROVEMENT PLANNING

- Touch-Point Management – your tool for maintaining negotiated outcomes while maintaining quality business relationships
- Action planning
- Personal development planning



For more information about **Persona** GLOBAL®, Inc.'s metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com



ABOUT Persona GLOBAL®

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona** GLOBAL®, Inc.'s metrics and methodologies are currently available in 72+ countries; its programs have been translated in up to 38 languages. More than 1,700 certified **Persona** GLOBAL® practitioners around the world serve their clients as strategic business partners.

Corporations that have benefited from **Persona** GLOBAL® Programs include:

- BMW
- Mitsubishi
- Disney
- Coca-Cola
- Hitachi
- Applied Materials
- Dell Computer
- IBM
- Alcatel
- Motorola
- British Airways
- Japan Airlines
- Credit Suisse
- American Express
- SONY Music Entertainment