

# Workshop Programme

## Top Level Selling & Negotiating Skills

*“ Succeed at the Top “*

Monday

### Workshop Essentials

*What does “Succeed at the Top” mean for you – The challenges and requirements of international negotiations – The four secrets of lasting success at top level – Using case studies to experience **both sides** of a negotiation – Effective strategies for the 3 stages of negotiations – Your mindset for a successful win-win approach.*

### You Never Get a Second Chance to Make a First Impression

- **Your personality:** How you are perceived, *at home and abroad* – Your personal impact – Approach strategies that work – Establishing personal and corporate credibility with Top Managers.

Tuesday

### How to Build Long Term Relationships

- **Your preparation:** Assessing the Strengths, Weaknesses, Opportunities and Threats (SWOT) of your mutual negotiation position – The 5-point AOSTA plan for action – How to create trust and understanding – Rising from details to concepts for effective top level selling – Working in 1 to 1 or 1 to Group situations.
- **Motivational factors:** How nationality and culture influence top level interactions – Identifying 4 types of Senior Managers and adapting your arguments to their motivations – Evaluating rational (hard) and emotional (soft) factors – Recognising attitudes behind negotiation techniques.

Wednesday

### How to Overcome Obstacles

- **In a multi-cultural environment:** The seven dimensions of cultural profiles (including yours) – The impact of cultural differences – How to bridge the gaps – Group dynamics and cross cultural relations – Advantages and drawbacks of negotiating in a foreign language.
- **In difficult situations:** Dealing with pressure and manipulation – How to handle doubts and objections – Avoiding possible pitfalls of team-negotiations – Breaking deadlocks.

Thursday

### How to Gain Acceptance & Commitment

- “Selling” yourself & your company to Boards, Project Groups, Committees, etc. – Adapting your presentation style to different mentalities – Getting peoples attention and keeping it – Using group dynamics to your advantage – Handling questions and negative remarks – A check list to ensure real impact.

Friday

### How to Get the Best Agreement (and Relations that Last)

- The 7 key issues you must cover – Dealing with hesitation – How to define & use your BATNA – If, when and how to make last concessions – Using the “Tunnel” closing technique – How decisions are made in different cultures – The importance of shared values, common goals and mutual gains.

### Making it Happen “On the Job”

- **Personal case implementation:** Trying out your new skills on your own real-life negotiation case – Fine tuning your personal style to succeed at the Top.
- **Round Table:** How you are perceived *now* ; mutual feedback and advice from the group – Transfer of learning points to your own action plan.

### Individual Consultations (during the evenings) :

Developing a plan for the real-life case you selected to prepare – Trainer feedback on your personal style and effectiveness – Implementation of your learning points.