

Winning in Negotiation

CEGOS SWISS. ONE ESSENTIAL AT A TIME.



What's in it for you?

Effective negotiation isn't just about reaching an agreement; it's about building relationships, mastering the art of preparation, and fostering a win-win culture that transcends the negotiation table.

In the realm of negotiation, the difference between an ordinary outcome and a truly remarkable one often lies in the art of preparation.

Imagine being equipped with the skills to embark on a negotiation journey that seeks a win-win outcome while respecting the parties and the relationship involved.

Our Winning in Negotiation learning Journey prepares your people to excel in negotiation conversations by embracing a holistic approach. By delving into the very core of negotiation, they will understand the interactive process, the significance of thorough preparation, and the vital role of each phase of the negotiation process. They will learn to anticipate challenges, respond to objections, and overcome tactical obstacles, transforming their negotiation skills and fostering personal and professional success.

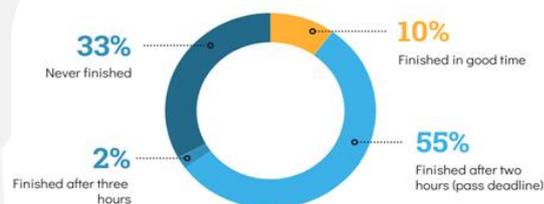
This comprehensive learning journey not only equips them to navigate the negotiation landscape effectively but also helps them build lasting, trust-based relationships.

Who should attend?

Everyone in the organization.

Good to know:

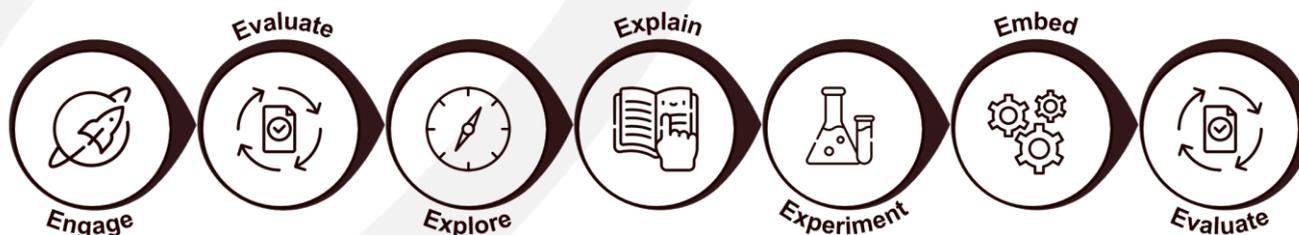
Great, Good and Bad negotiators. What is the difference?



Contracting Excellence Journal,
July 2022

Cegos Learning Framework

We apply our holistic and dynamic Learning Framework to build learning journeys that deliver more than just awareness of competencies and skills.



Every journey engages the learners beyond knowledge, learning step by step, to explore, experiment and embed their learning, transforming skills into performance.

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By completing this learning journey, they will:

- Understand the critical importance of thorough preparation, including putting themselves in the shoes of the other party and clarifying their own position.
- Learn to create the right context for a negotiation by determining their offers, limits, and concessions.
- Explore the three vital phases of negotiation: exchanging information, bargaining, and closing.
- Enhance their negotiation skills by setting the right tone, demonstrating understanding, and building trust in the information exchange phase.
- Embrace the art of balancing offers, acceptances, and concessions, ensuring a successful negotiation and enduring relationships.
- Document mutually agreed-upon outcomes, bolstering trust and the longevity of the relationship.
- Develop strategies to proactively welcome objections, respond to common tactics, and overcome breakdowns in the negotiation process.

#MAKINGADIFFERENCE

A proven model:



Digital learning:

- [Prepare for a win-win negotiation](#)
- [Conducting the negotiation process](#)

Delivery modes:



Blended learning accessible in our [LearningHub](#).



Can be delivered **in-person and/or virtually** as most appropriate to you and your learners.

Duration: 14h total learning



6 hours of instructor-led learning.



8 hours of self-directed and on-the-job learning.

REF: WIN

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“Negotiation is a process and preparation is key.”

#TIL