

## **Negotiation Skills: Convincing Others in Psycho-behavioural Way**

Do you know sometimes human is illogical when making a decision?

Do you apply behavioural intelligence to convince your audience?

Do you want to convince others without they know they are being manipulated?

### **Introduction**

What are the essential ingredients to getting ahead in the workplace? Hard work, communication skills, and a generous dose of luck all play a role, of course. Another key ingredient—one that is often overlooked - is the ability to recognise and capitalise on opportunities to negotiate for your career success. Why is negotiation in business important? Because our role in our organisation and industry is almost constantly up for negotiation. The advantages of negotiation in business can't be underestimated, and often outweigh the negotiation costs, such as the time it takes to prepare. Here, we overview some of the key opportunities we have to negotiate for our advancement and success, as well as specific advice on how to make the most of them. This program helps you to negotiate according to the concept of behavioural intelligence and behavioural insight to win the audience without they realise it.

### **Program Objectives**

This program aims to:

- Prepare effectively to negotiate more wisely according to behavioural intelligence
- Use creativity to reach better agreements
- Focus on interests for better results

### **Learning Outcomes**

After completing this program, participants should be able to:

- Negotiate well with your audience to conclude for an optimum solution
- Focus on establishing a win-win situation

### **Who should attend?**

First-line management, middle management, senior management and anyone who needs to interact with other people

### **Methodology**

Case studies, forum discussion, role-play, presentations, gamification

MKT 0016 Negotiation Skills: Convincing Others in Psycho-behavioural Way

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## Program Outline

<b>Time</b>	<b>Day One</b>
<b>9.00am– 10.30am</b>	<p><b>Key Ingredients of the Win-win Negotiation</b></p> <p>This initial topic covers the content, atmosphere, power balance and procedures in negotiation. The participants would understand the fundamental of negotiation and mindset shift to win-win negotiation rather winning in one party.</p>
<b>10.30am-11.00am</b>	<b>Morning Break</b>
<b>11.00am-1.00pm</b>	<p><b>Rules to Move Negotiations in the Right Direction to Achieve Your Goals</b></p> <p>In this module, the participants would learn the rules of negotiating. The rules include - don't negotiate, don't negotiate with yourself, never accept the first order, never make the first order if you can avoid it, listen more and talk less, never give anyone a gift, beware of salami effect, avoid rookie's regret, avoid the quick deal, never tell anyone what your bottom line is.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch</b>
<b>2.00pm-3.30pm</b>	<p><b>Negotiation Styles and Their Effects: Win-win, Win-lose and Lose-lose Negotiation</b></p> <p>There are five styles of negotiation - the compete, collaboration, compromise, avoid and accommodate and goal collaborator.</p>
<b>3.30pm-4.00pm</b>	<b>Tea Break</b>
<b>4.00pm-5.00pm</b>	<p><b>Escalating and De-escalating Behaviour</b></p> <p>In this module, the participants would learn the secret of negotiation including the listening skills, acknowledge and accept their emotions, apologise for the contribution, control of tone and body language and focus on the future.</p>
<b>Time</b>	<b>Day Two</b>
<b>9.00am– 10.30am</b>	<p><b>How to Prepare for a Good Negotiation</b></p> <p>In this module, the participants would need to find the facts and figure to define the context. Then, the participants would define the outcomes, including the results and solutions, set the game plan by preparing a good script. Lastly, the participants ready to negotiate by preparing strategy and tactics.</p>
<b>10.30am-11.00am</b>	<b>Morning Break</b>
<b>11.00am-1.00pm</b>	<b>Power and Dependency in Negotiation</b>

	The participants would learn how to identify the power of negotiation through verbal and nonverbal cues during negotiation. In addition, the participants would learn to identify the dependency and the decision-making process.
<b>1.00pm-2.00pm</b>	<b>Lunch</b>
<b>2.00pm-3.30pm</b>	<b>Behavioural Economics in Negotiation</b>  In this module, participants would understand the illogical human behaviour by understanding various concepts such as altruism, anchoring bias, bounded rationality, default behaviour, expert bias, fairness and reciprocity, familiarity bias, fear of change, framing problem, hedonic adaptation, head behavioural, and others concept in behavioural economics.
<b>3.30pm-4.00pm</b>	<b>Tea Break</b>
<b>4.00pm-5.00pm</b>	<b>Nudging in Negotiation</b>  In this module, the participants would learn how to apply nudging to form designed behaviour during negotiation.