



# THE INFLUENCE BUSINESS

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*Raise your level of influence*

## NEGOTIATING FEES

### Overview

This **half-day** programme for **up to five participants**, focusing on both process and behaviours, allows you to develop, test and practice your negotiating skills in a realistic though wholly safe environment. You will understand the flaws of Positional negotiations and the benefits of an Integrative approach. You will each negotiate twice during this programme; the first 'cold' and the second taking into account the evaluation as well as new learning, which focuses on the five key elements of negotiating, namely Trading, Interests, Behaviours, Power and Planning.

The programme is a mixture of discussion, tutorial and practical and in the latter, the other party is an actor/associate who is the only person in the room 'role-playing'. You should be yourself. You work from a 'simulation'(fees) which may be generic or set in the context of your business. Negotiating with a real counter party allows you to experience the power of questioning in order to learn and the penalties of not understanding the interests of the other person.

### Aim

To develop your ability to negotiate better fees with your clients by giving you the skills and confidence to resist the pressure to make unnecessary concessions, while at the same time preserving the relationship.

### Outcomes

At the end of the programme you will:

- Understand the negotiation process and learn how to negotiate effectively
- Understand the critical importance of effective planning
- Be conscious of not conceding when you should be negotiating
- Understand why it is so important to focus on Interests and not Positions
- Apply relationship building skills when negotiating
- Increase your confidence to apply the skills when under pressure
- Understand the importance of asking questions, listening and responding accordingly
- Know what behaviours work for you in a meeting, what do not and why
- Be able to handle questions confidently and with conviction
- Appreciate the benefit of understanding the issues from the other party's perspective



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### Methodology

The programme starts with you reading into a short brief and then immediately, carrying out a simple one to one negotiation. This is evaluated along with those of the other participants after which new learning is introduced. Following time to prepare, you then negotiate individually for a second time after which there is a group evaluation. The other party is played by an experienced actor/facilitator. Planning is done as a team though each participant negotiates alone and takes over from where their predecessor left off. This is facilitated by a short 'out of role' summary between each negotiator.

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