NEGOTIATIONS AND CRITICAL COMMUNICATIONS

PROGRAM OVERVIEW

Negotiations are key to success in business. This program will teach you how to negotiate skillfully in a multitude of personal and professional relationships. In this program, you will gain the skills necessary to achieve the desired outcome while fostering productive, long-term relationships. This highly interactive program is designed to give you the ability to develop strategies that maximize value and profitability. You will also be able to identify, understand, and neutralize challenging parties and their tactics, tailor negotiation style to suit different settings, and recognize and address common pitfalls and problems typically encountered.

PROGRAM OBJECTIVES

- Develop strategies for different negotiation situations.
- Anticipate and counter common strategic tactics.
- Identify cultural differences that impact business dealings.
- Recognize strengths and weaknesses as a negotiator.
- Gain confidence in negotiating in professional and personal engagements.

WHO SHOULD ATTEND

- Middle, upper middle, and senior managers interested in developing negotiation strategies and tactics
- Managers who want to enhance their skill set for professional and personal interactions.

For More Information

www.bentley.edu/execed
781.891.2473
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"Eloquence is the power to translate a truth into language perfectly intelligible to the person to whom you speak." - Ralph Waldo Emerson
NEGOTIATION SKILLS FOR MANAGERS PROGRAM

Two-Day Program Content

Day One
- Negotiation Types/Negotiation Styles
- Interests vs. Positions: Be Principled!
- Assessing Good and Bad Deals: What’s your BATNA?

Day Two
- Power Negotiation: Tricks of the Trade
- Ethical Standards for Negotiators: Pressure Tactics and Impasses
- It’s OK To WIN: Win While Building Positive Long-Term Relationships

“The definition of negotiations is a discussion between two parties. Their goals may be different, but a skilled negotiator will be able to communicate and advocate for their needs while maintaining an ongoing, mutually beneficial relationship. In this program you’ll learn the art of negotiation through hands-on, real-world cases.”

- William Stamer
Lecturer, Management
MBA Program Director

Why Bentley University? What makes this program distinctive? Bentley University is known for ‘applied learning’ – skills and tactics that you can immediately implement in your work environment. This program combines the key elements of advanced study with engaging team learning in a strong peer network. Participants in our programs benefit from interaction with leading faculty members from our graduate business school. Sessions are active and engaging, filled with concepts reinforced through discussion and exercises. Participants benefit further from group luncheons where the conversation continues with peers from other companies and industries. Our campus is conveniently located and our approach has been designed to build skills in a supportive university environment. We hope you will join us soon!

OFFER THIS PROGRAM AT YOUR LOCATION
This program can be delivered at your company location for a group of your employees in a time frame that is convenient for your schedule. Content and activities can be customized to reflect your business environment.

For more information, contact Debra Kennedy, Director of Executive Education, at dkennedy@bentley.edu or 781.891.2473