

# INFLUENCING AND NEGOTIATION SKILLS

COURSE OUTLINE

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# Influencing and Negotiation Skills

## Course Aims

This one-day course is for anyone wishing to improve their ability to influence others and negotiate effectively in a range of situations. Through interactive activities, group discussion and practical exercises, participants will define the differences between negotiation and influencing, identify the interpersonal skills that underpin both, explore the push/pull model with its four influencing styles, examine the five negotiation styles, understand competitive versus co-operative approaches, identify the power-bases they can draw on, and apply a five-stage strategy — Prepare, Discuss, Propose, Bargain, Gain Agreement — to a tailored or 'off-the-shelf' practical negotiation exercise.

## Duration

6 hours (Face to Face or Virtual)

## Target Audience

For those wishing to improve their ability to influence others and negotiate effectively in a range of situations. This course is intended to provide learners with practical advice and techniques in building confidence and developing an assertive approach for different workplace situations.

## Learning Outcomes

By the end of the course, participants will be able to:

- Define negotiation and influencing and describe the differences between them
- Identify relevant interpersonal skills which contribute to successful negotiation and influencing
- Identify four influencing styles and how to use these effectively
- Identify five negotiation styles and when to apply them
- Use practical techniques and skills for achieving a 'win-win' outcome
- Apply a five-stage strategy for negotiating effectively

# Course Content

## Session 1 - Defining Influencing and Negotiation

- Interactive activity to define each and explore the differences.
- Interpersonal skills that underpin both — link to assertive behaviour.

## Session 2 - The Push/Pull Model of Influencing

- Push styles — controlling and asserting.
- Pull styles — persuading and bridging.
- How to use each style effectively.

## Session 3 - Approaches to Negotiation

- Competitive versus co-operative approaches.
- Choosing the right approach for the situation.

## Session 4 - The Five Negotiation Styles

- Withdraw, Accommodate, Compromise, Defeat, Collaborate.
- Strengths, weaknesses and when to use each.

## Session 5 - Power-Bases in Negotiation

- Identifying sources of power and authority.
- How to draw on them appropriately.

## Session 6 - Five-Stage Negotiation Strategy

- Prepare, Discuss, Propose, Bargain, Gain Agreement.
- Working through each stage with structure and confidence.

## Session 7 - Practical Exercise and Action Planning

- Applying the five-stage strategy to a real-life or tailored scenario.
- Review of learning points and individual action planning.