



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Customer Acquisition—**
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **Customer Experience—**
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.
- **Conflict Resolution—**
Brings people together who have been separated by their differences.
- **Results Oriented—**
Passionate about winning. Dedicated to achieving all-win solutions to situations.

RELATED COMPETENCY CATEGORIES:

- **Communication—**
Practices active listening supported with meaningful oral and written information.
- **External Awareness—**
Sees things from multiple points of view. Keeps up to date with issues that affect area of responsibility.

Negotiations: Bargaining and Agreement

SUMMARY

Whether you like or dislike bargaining, it's a natural and integral part of any negotiation. Bargaining becomes easier when you have conducted effective research and analysis and presented alternatives and value that target the objectives of the other side. In this module, you will learn to identify ideal, realistic, and fallback positions for both parties, so you will know the scope of your negotiation points. You will analyze classic negotiations tactics to determine which tactics you could apply and how to respond to tactics from the other side. You will address four principles to manage your reactions, before taking the last steps to finalize a win-win agreement.

CONTEXT

Some people love the bargaining phase of negotiations because of the thrill of the chase that creates an interesting give and take. Others love the excitement of competition, the challenge to get the best possible deal, the feeling of pitting skills and experience against the other party, or the recognition that comes with winning. Other people dislike bargaining. They don't enjoy the confrontation, competition, and feeling like they are losing. When you get to the final agreement in a negotiation, you want to both sides to feel that they got a fair deal and be willing do business together again.

At the completion of this module, participants will be able to:

- Determine negotiations actions, agendas, and alternatives
- Respond to common negotiations tactics
- Implement strategies for effective negotiation planning and preparation

"Men keep agreements when it is to the advantage of neither to break them."
—Solon