



EXECUTIVE SUMMARY

NEGOTIATION IS AN ESSENTIAL COMMUNICATION SKILL IN BUSINESS AND OUR DAILY LIFE IN GENERAL. IT IS A SKILLFUL TECHNIQUE OF COMMUNICATION THROUGH WHICH YOU CAN SAVE TIME, MONEY AND INCREASE THE PRODUCTIVITY, PERFORMANCE, AND REVENUE OF YOUR BUSINESS.

NEGOTIATION IS A METHODOLOGICAL SCIENTIFIC PROCESS THAT INVOLVES TWO OR MORE PEOPLE OR GROUPS WHO GET TOGETHER TO DISCUSS COMMON AND OR CONFLICTING INTERESTS. IN NEGOTIATION, EACH PARTY TRIES TO GET THE BEST DEAL FOR HIS/HER COMPANY. YOU NORMALLY GET ENGAGED IN NEGOTIATION NOW AND THEN; WHEN YOU TRY TO SELL AND BUY PRODUCTS, YOU GET INVOLVED IN THE NEGOTIATION TO GET THE BEST DEAL FOR YOURSELF. IN THIS WORKSHOP, YOU WILL DEAL WITH NEGOTIATION AS A METHODOLOGICAL TECHNIQUE AND A PROCESS THAT NEEDS CERTAIN SKILLS, APPROACHES, AND ATTITUDES.

LEARNING OUTCOMES

BY THE END OF THIS WORKSHOP, YOU WILL BE ABLE TO:

- *DEVELOP YOUR NEGOTIATION STYLE*
- *APPLY NEGOTIATION TECHNIQUES TO REAL-LIFE SITUATIONS*
- *EXPLORE AND UTILIZE SUCCESSFUL NEGOTIATION CONCEPTS*
- *IDENTIFY THE EXTENT TO WHICH YOU ARE A GOOD NEGOTIATOR*