



Baden International Business School
Switzerland



Training Workshop Module on

Business Negotiations

Location: Baden International Business School, Baden, Switzerland

Date, workshop duration and fee: To be established in consultation with the group of participants depending upon the depth required and the inclusion of other modules in the training programme.

Content:

This training module expands on basic principles to follow in achieving success in business negotiations, such as:

- ◆ The importance of a good preparation for a business negotiation;
- ◆ The art of careful listening and its merits;
- ◆ The necessity of understanding well the counterpart;
- ◆ The value of rapport and respect in a negotiation;
- ◆ The factor “fear” and how to remove it from the others;
- ◆ Trust, a key precondition for a successful negotiation;
- ◆ Explaining “why”, the way to convincing;
- ◆ The use of “give and take” principle and the “win-win” targeting;
- ◆ Emotions, how to use them and control them;
- ◆ Adapt to the situation but stay what you are.