



CONTINUING EDUCATION

Course Outline

Negotiating the Sale

Negotiation skills are an important part of doing business – especially in sales. Develop your negotiation skills, and get maximum value for your hard work. Recognize your tendencies to deal with conflict, and learn how to mitigate for even greater success. Understand tactics “difficult” people use, and learn how to neutralize these behaviors. Discuss different personality types, and identify those that will cause you the most trouble. Discover how to negotiate from a position of power – when your position is weaker. Use your natural creativity to work towards solutions that may have seemed impossible at the outset. You’ll also learn how to keep your emotions in check and how to use them to your advantage.

Who Should Take This Course?

This hands-on course is designed for those who negotiate for a living or who want to become better at negotiating better outcomes.

Course Objectives

- Gain an understanding of basic negotiation skills
- Identify personality types to help determine negotiating approach
- Discover how power affects negotiations
- Use common negotiation tactics
- Recognize how to keep your emotions in check
- Practice negotiating in a safe environment

Course Info

- Length: 3 hours
- Format: Classroom instruction, demonstration and hands-on activities
- Prerequisite: None

Course Content

Gain an understanding of basic negotiation skills

- Separate people from the problem
- Focus on interests
- Invent options (grow the pie before splitting it)

Identify personality types to help determine negotiating approach

- Recognize different personality types and common styles
- Consider how your tendencies to deal with conflict may help or hinder during the negotiation
- Discuss how to negotiate with “difficult” people, and learn about the tactics they often employ

Discover how power affects negotiations

- Explain how to negotiate if you own the power
- Discuss how to push forward when you do not have a power position
- Determine ways to handle people who don't negotiate in good faith

Use common negotiation tactics

- Recognize how to handle an impasse
- Be aware of the client's potential use of "The Grinding Process"
- Split the difference
- Discuss other common tactics

Recognize how to keep your emotions in check

- Keep your eye on the prize – maintain the long-view
- Avoid taking anything personally
- Know the break-away point
- Be positive – keep all avenues open, and remember to maintain the mindset that through creatively and persistence, there is always a way to come to agreement

Practice negotiating in a safe environment

Assessment /Evaluation

This course is not assigned a letter or numerical grade. However, in some cases, skill assessments may be administered during the course to gauge progress and comprehension.

Course Completion/Continuing Education Unit (CEU) Letter

If your company requires proof of course completion, or if you would like to have proof for your own records, you may request a Course Completion/Continuing Education Unit (CEU) letter **after the final session of your course**. You must attend* 80 percent of the course (or 100 percent of a single-day course) to qualify for the letter. You can [request a Course Completion/CEU letter online](#).

Certificates of Completion for Certificate Programs

To receive a Certificate of Completion for the Sales Certificate, you must take all nine required courses, attend* 80 percent of the first eight courses (calculated by total number of sessions), and attend 100 percent of the Capstone course. If you complete a certificate program by taking courses individually (not through a series), you can [request a Certificate of Completion online](#).

*Attendance for CEU letters and certificate programs is verified via the sign-in sheets provided at each class session. It is your responsibility to sign-in.

Green River College is committed to providing access to all who visit, work and study on campus. The College will provide reasonable accommodations for individuals with disabilities, with advance notice of need. If you require accommodations, please contact Disability Support Services as soon as possible to determine eligibility and/or request accommodations. Accommodations are determined on a case-by-case basis. Please contact Disability Support by email at dss@greenriver.edu; by phone at 253-833-9111, ext. 2631; TTY 253-288-3359; or in person at the Student Affairs and Success Center, Room 210, to request accommodations. For additional information, please visit www.greenriver.edu/dss.

The accommodations authorized on your forms should be discussed with your instructor. All discussions will remain confidential. Accommodations are not provided retroactively, so it is essential to discuss your needs at the beginning of the quarter. Additionally, only accommodations approved by Disability Support Services will be provided. This syllabus is available in alternate formats upon request.

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