

Essential Principles of Negotiations

Driving Business Deals and Effective Negotiations



Georgia Professional
Tech Education

Essential Principles of Negotiations

(LOG 3702P) - 2 Days / 1.4 CEUs

Course Description

Understand negotiation influence and strengthen preparation, planning and execution activities involved with both simple and complex negotiations. Includes industry techniques and tools for traditional supplier negotiations from both sides of the fence, and tips for internal cross-functional leadership communication. Walk away with a customized individual experience including Personal **Negotiation Style** embracing natural tendencies and strengths. Includes mock negotiations in a “no judgement zone” environment.

Who Should Attend

This course is ideal for sales executives, account managers and business development teams, as well as sourcing initiative directors, project managers, business unit leaders, operations managers and procurement & supply management-related professionals who are involved with supplier selection, contract development and supplier performance management.

How You Will Benefit

- Increase emphasis on negotiation conditioning and philosophy-setting
- Enhance your toolbox of negotiation preparation tools like SWOT and BATNA
- Better prepare with key negotiation terms and counter-offer tactics
- Improve techniques and soft skills to direct and redirect negotiation momentum
- Leverage **Personal Negotiation Styles** to augment your negotiation team’s strengths

Classes take place at Georgia Tech Atlanta and Savannah.

More information at: <https://pe.gatech.edu/courses/essential-principles-negotiations>

Have questions? Theresa.Atkins@pe.gatech.edu or 912-966-7918

Discounts available. Check website for details. 1 CEU = 10 Educational Hours

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