TACTICS AND SKILLS FOR NEGOTIATING

Course Focus

Successful negotiation demands the flawless execution of a well-crafted strategy. This course develops the skills necessary to ensure that you can think both strategically and tactically at the negotiation table and master the techniques and maneuvers that will determine your success or failure and provides a practical framework for managing negotiations that can be used in almost any type of negotiation. It clearly guides you through the process of negotiating to ensure that you are able to execute your strategy and achieve your objectives. How a negotiation starts can significantly affect how it ends; this course ensures that you are able to set the initial tone for your negotiations, decide whether you should make the first move, determine how to present your proposals, and establish your negotiation style. It also provides tools to ensure that your ego does not impair your ability to gain your desired outcome.

Who Should Take this Course?

This course is essential for managers, leaders, and individual contributors who needs to master the skill of preparing for negotiations to ensure that they achieve their objectives.

Course Benefits

After completing this course, participants will be able to:

• Avoid the dangers of ego.
• Establish the negotiation setting and make the first move.
• Decide whether to be cooperative or competitive.
• Use proactive arguments, questions, and emotions to engage the other party.
• Close negotiations effectively.

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
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Course Topics

Once the negotiation has commenced, this course fully explores strategies and tactics for engaging the other party to ensure that you understand their position, can elicit additional information from them, and present your own arguments most effectively. This course focuses on developing an increased capacity to listen, ask proactive questions that will move the agenda forward, and make the appropriate arguments to achieve your objectives. Bluffing is explored in detail to provide you with mastery of the concept so you can determine if and when it is an appropriate tactic to use in a variety of situations. The strategic use of emotional expression is also explored as a potentially advantageous tactic. Finally, effective closing techniques are discussed in detail to help ensure that you end up with a negotiated agreement that meets all your objectives.

Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of an online certificate:

Certificate in Executive Leadership

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