

# Excellence in Negotiation & Communication

Good communication and effective negotiation is not an art, but an essential key to success. In this comprehensive, 3-day training you will learn and practice the techniques of skillful communication and being persuasive in negotiations.

## DESCRIPTION

Skillful negotiations and effective communications go hand-in-hand. When practicing these things, you need to align what your communication activities are and how you conduct them, so that they help achieve company objectives. You do this by adhering to important fundamental rules, and by applying tried and tested techniques developed from our knowledge of the business world.

In this comprehensive, 3-day course you will practice these important management skills in selected communication situations using role playing, interactive training and case studies.

## WHO SHOULD ATTEND

- Managers who want to evaluate and practice theoretically-sound negotiation and communication skills in a systematic and interactive way
- Leaders who want to sharpen their communication skills to be even more focused on objective and result-achievement
- Practitioners and young executives who want to take their already-strong negotiation and communication skills to the next level
- Managers who want to sharpen their skills of persuasion and their ability to deal with conflict
- Executives, who want to develop both internal and external negotiation and communication skills

## AREAS OF FOCUS

### Communication in Everyday Management – Strategies of Persuasion

- The psychology of human communications
- How to start a conversation
- The art of “active” listening
- Emotional competence during discussions, meetings, negotiations
- The right way to be right, without being a know-it-all
- How to build a convincing line of argument
- Remaining believable even in tough negotiations
- The importance of body-language

### Successful Negotiations – Tried and Tested Principles

- Every negotiation is unique!
- Why patience is a virtue
- The importance of information
- Keeping your promises

### How Mental Preparation can be the Key to Negotiation Success

- Motivating yourself to be a successful negotiator
- Knowing exactly who your negotiating partner is
- Setting clear goals, keeping even more options open

### Persuasive Negotiation, Targeted Use of Negotiation Techniques

- Being persuasive and its role in the negotiation process
- The struggle for a business advantage and how to tactically and correctly manage this
- Recognizing chances during negotiation, mastering crisis during negotiations
- Being tough when necessary

### The Result – Negotiation Success

- Turning conflicting interests into a win-win situation
- Promoting a better relationship between negotiating parties
- Getting an agreement that’s implementable and effective
- Putting down a foundation for long-term cooperation

## Sessions & Fees

EP1519	Apr 01 – 03, 2019	Steckborn, CH
EP1529	May 06 – 08, 2019	Berlin, GER
EP1539	Sep 23 – 25, 2019	Zurich, CH
EP1549	Oct 21 – 23, 2019	Brunnen, CH
EP1559	Dec 02 – 04, 2019	Hamburg, GER

Duration: **3 days**

Fees: **EUR 2,900.– | CHF 3,300.– | US\$ 3,600.–**

Registration: [www.bostonprograms.com/ep15](http://www.bostonprograms.com/ep15) or registration form on the back of the brochure

Are you interested in corporate education or consulting?  
Call us at: +41(0)43 499 4020

# General Information

## Registration and Confirmation

You can register by email, mail or FAX, or at our website. Once you register, you receive written confirmation, including detailed information on the location of the program, travel directions, hotel accommodations and an invoice for the program fees. If the program is fully booked, we notify you immediately. When you complete the program, you receive a certificate of attendance. Please note that the program curriculum, faculty and hotels are subject to change and/or amendment.

## Change of Registration

If you need to change your registration, please notify us at least 6 weeks before the program starts. A change of registration entails a fee of 300 Euros. Under some rare circumstances, a program or parts of a program may have to be postponed or modified. In such cases, we will notify you immediately to ensure that you can attend an alternative program with similar content.

## Cancellation

You may cancel your registration free of charge 3 months before the program starts. If you cancel between 3 months and 6 weeks before the start date, you will be reimbursed 40% of the program fees. For cancellations within 6 weeks of the program start date, you will be charged the full program fees. You can arrange to have someone take your place up to 3 days prior to the program start date.

## Program Fees

Program fees for our seminars and programs include the faculty fees and educational materials associated with the program (V.A.T. is not included). Accommodations and meals are not included. If only parts of a program are attended, missed parts may not be made up. Payment is accepted in Euros, Swiss Francs or US Dollars. Reference currency: Euro.

## Accommodation, Daily Delegate Rates

Our programs are held at high-quality hotels and seminar centers. Participants are not obligated to stay at the seminar hotel. Note, however, that Boston Business School customarily negotiates a special room rate with the seminar hotel. Unless it is included in the accommodation rate, an additional daily delegate rate for lunch, coffee, etc., will be charged to participants. For rooms at the seminar hotel, participants make their own reservations following instructions provided by Boston Business School, and pay the hotel bill on the final day of the program.

## Insurance, Disclaimer

Boston Business School does not offer insurance to participants. Therefore, participants must carry their own insurance policies to protect them from damages due to accidents, disease, theft and so on. Boston Business School cannot be held liable for damages. Terms, conditions and course content are subject to change and/or amendment.

## Registration Form

Please complete and print this registration form and mail or FAX it to:

Boston Business School  
Kirchstrasse 3  
CH-8700 Kuesnacht/Zurich

Phone +41 (0)43 499 40 20  
Fax **+41 (0)43 499 40 21**  
Email  
info@bostonprograms.com  
Internet  
www.bostonprograms.com

### I wish to participate in the following program:

Name of Program

Program Number

Program Dates

Prefix  Ms.  Mr.

Titel

Last Name

First Name

Company/Organization

Street, P.O. Box

Postal Code, City

Country

Email

Telephone

FAX

Position

Industry (opt.)

Number of Employees (opt.)  under 200  up to 1000  over 1000

Signature

Date