

Duration: 3 hours

Course level: Introductory

Delivery method: DVD-ROM

Introduction

One of the most important skills in business is the art of negotiation. In sales, purchasing, or between managers and employees, effective negotiation can make a real difference to the performance of a business.

The Apprentice – Negotiating to Win can help business owners and employees develop the skills needed to negotiate effectively in all aspects of business. Based on the successful TV ashow, the course uses clips to showcase examples of success – and failure – featured in the programme.

Who is the course for?

The course is ideal for anyone involved in negotiations with customers, suppliers or staff in a small or medium-sized business in any sector. It is particularly appropriate for managers, sales representatives, business development managers, team leaders, or business owners.

There are no formal entry requirements for the course, though some experience of negotiation would allow you to build on your existing skills and knowledge.

There are two other titles in the series – **The Apprentice – Selling, Pitching and Presenting** and **The Apprentice – Leadership and Management**. You can also buy all three DVDs together and save 20% on the separate selling price.

What will you get from this course?

The course will help you understand the importance of:

- preparing for negotiation – meticulous planning can make a successful outcome much more likely
- getting your proposal right – offering what you want and the other party needs
- communicating effectively
- steering the bargaining process by staying focused and adapting your style when necessary
- committing only when you are happy with every detail, and being prepared to walk away if necessary
- moving forward by assessing your performance honestly, identifying what you need to learn, and planning what you will do differently next time.

Course features

The course comes on a DVD-ROM. The way the course is structured means you can work at a pace to suit you, getting an overview in some areas, or going deeper when you want to learn more.

Key concepts are presented through text, audio and video. Clips from the TV show illustrate the use of key negotiation skills, as well as pitfalls that should be avoided.

You can try a number of interactive 'business challenges', presented by Alan Sugar's senior aide on the TV show, Nick Hower, to apply what you've learned and check your progress.

The course also includes a number of printable resources including a course summary, recommended reading, a quiz and pointers to develop your skills.

Please note: This DVD-ROM contains footage from the TV programme and therefore may include language that some people may find offensive.

Other courses you might be interested in

Leadership
The Apprentice – Selling, Pitching
and Presenting

The Apprentice – Leadership and
Management

Course code: 103107BT001

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