

IN ENGLISH

Three-day intensive seminar with the goal of getting to know the techniques, strategies and tactics of successful negotiations and apply them in business life. Ideal for managers who want to improve their negotiation and reasoning skills and enhance their powers of persuasion.

Concept

A leader constantly faces situations in which he needs to represent his own position and to achieve the best results for his business, his project, his strategy or his team. In this context, interdisciplinary negotiation, communication and reasoning skills are of decisive importance. Conversation, argumentation and negotiation skills is the ability to convincingly act and to meet the negotiation or dialogue partners - be they superiors, colleagues, customers or external stakeholders such as suppliers, politicians or investors - with a sophisticated negotiation technique in order to achieve the desired goals. The challenge is always to reach a constructive agreement and to lead the negotiation in such a way that a sustainable win-win strategy for all parties involved is generated. In this intensive seminar, participants acquire successful negotiation techniques to better understand and lead negotiations in every situation. In addition, you will learn how to analyze negotiation partners and their motives thoroughly, interpret group processes and how to keep a cool head in difficult situations. The knowledge transfer in the seminar is supported by the integration of real-life examples and the application of practical cases.

Topics

Basics: How you learn to successfully negotiate

- > What is basically at stake in negotiating?
- > How can you measure the success of a negotiation?
- > The biggest mistakes that you can commit while negotiating
- > Your personal negotiation style - competitive versus cooperative bargaining
- > Understanding negotiation as a process

Preparation: Prepare for the Negotiation in Advance

- > Without goals it does not work
- > Where does the other stand?
- > Create the perfect atmosphere

Attitude: Gain Self-Motivation through the right Attitude

- > The right mood and setting
- > Sources of motivation
- > Thoughts are two way street

Needs analysis: Find out the Purpose Objectives of your Negotiating Partner

- > Be aware of the importance of body language
- > Listening is also an art
- > Create confidence and a positive basis for discussion

Argumentation Phase

- > Be a problem solver, and provide individual benefit
- > Take the self-esteem of your negotiation partner into account
- > Be aware of the different levels of communication
- > Use the power and magic of language
- > Use the secret psychology of influence
- > Make use of feedback techniques to improve negotiations

Dealing with Objections

- > Regard every objection as a common means to a successful completion
- > Meet objections effectively
- > What to do if the partner is unfair

Price Negotiations

- > Use-oriented sales and prices by added-value
- > Create alternatives, and create a list of concessions

Conclusion

- > How to ensure the success of the negotiations
- > What to do if the negotiators still hesitate
- > Negotiating the relationship

Follow-up

- > Analyze the satisfaction of your negotiation partner
- > Reflect on the transaction, and document the results
- > Maintain and use the relationship

Program dates (3 days)

Sem-Nr	Place	Date
E-33321	UK-London	December 06–09, 2021
E-33122	St. Gallen	March 28–30, 2022
E-33222	Brunnen	October 17–19, 2022

Program fee*: CHF 3300.– (plus 7.7% VAT for seminars in Switzerland)

Further information and booking via internet: www.sgmi.ch/ens18

*Invoicing in EUR possible (depending on current currency rate)

Information and Advice

We will gladly provide you with more information about our seminars, programs and diplomas. Call us if you would like an SGMI advisor to help you make the right personal-development choice among our many courses and programs.

Phone +41 (0)71 223 50 30
Fax +41 (0)71 223 50 32

Registration

Please fill out the attached registration card and send it back to:

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CH-9000 St. Gallen
Fax +41 (0)71 223 50 32
Internet www.sgmi.ch
E-mail seminare@sgmi.ch

After we receive your registration, we will send you the following

- > The confirmation of your registration with an invoice.
- > Information on logistics, hotel and travel to the program venue.
- > A room reservation sheet for your hotel reservation.

If a seminar is fully booked or if acceptance in a diploma program is not possible, we will inform you immediately. SGMI reserves the right to make small adjustments to programs or changes of faculty.

Seminar Fees

Seminar fees include the cost of the seminar and the seminar materials (plus 7.7% VAT for seminars in Switzerland). Not included are all hotel costs participants pay the hotel directly, including room and board. Multipart seminars can be booked only as a whole. Missed seminar days or seminar parts cannot be made up at a later date.

Seminar and diploma fees may be paid in EURO (EUR) or Swiss Franks (CHF) at the daily currency exchange rate.

Change of Registration / Cancellation

Changes of registration from one seminar or diploma to another are possible only up to 6 weeks before the start of the seminar and only at the cost of a CHF 350 change of reservation fee. Cancellations are free up to 3 months before the start of a seminar. Registered participants who cancel their registration between 3 months and 6 weeks before the start of a seminar will incur a charge of 40% of the respective seminar or diploma fee. Registered participants who cancel their registration within 30 working days of the start of the seminar will be charged the full seminar fee.

We recommend that participants take out cancellation insurance to cover the above seminar cancellation costs in case of illness or other unforeseen circumstances.

The complete SGMI terms and conditions are available here at www.sgmi.ch/tc.

Travel to the Hotel

Travel directions and information about the hotel are sent with the registration confirmation.

Registration Card

We register for the following program:

Number/Date	Last Name	First Name
	Date of Birth	
	Company/Organization	
	Street, Number	
	ZIP Code/City	
	Phone	Fax
	E-mail	Number of Employees
	Industry	Function
	Date	Signature

We are looking forward to your registration. Please send your registration card by mail, fax, or e-mail.

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