



SEMINARPROGRAMM KOMMUNIKATIONSTRAINING

■ Negotiation Master Class

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Zielgruppe: Führungskräfte und /oder Angestellte, an die höchste Anforderungen gestellt werden.
Das Seminar wird nur in Englisch angeboten.

Das Programm: To understand why this programme bears the title “Master Class”, one should reflect on the existing approaches to negotiating. They range from highly tactical, manipulation-based methods (e.g. learning “the good cop, bad cop tactic”, “the puppy dog technique”, etc.) to integrity-based methods, which focus on avoiding those manipulative modes. They also range from psychological approaches, such as those inspired by the neuro-linguistic programming (NLP), to purely procedural. These approaches often rest on contrasting premises – fixed pie vs. win-win mentality, cognitive vs. behaviourist principle, etc. – and are, therefore, seen as incompatible.

Yet, no matter which side one chooses to take, the problem with such logic is that it sees negotiating as a fixed, one-level process, whilst in reality it is a *varying* and *multi-level* process. In other words, all the above approaches might be valid and practically applicable, but what one should really learn are the main negotiation drivers, which actually define which approach works best and when. These are: 1) different levels in negotiating and 2) control over negotiating modes. For most successful negotiators are not the ones who are skilled in a particular negotiating method, but those who are good at multi-level communication and at defining the overall negotiation dynamics. When it comes to these essentials, a negotiator’s lack of skill will almost always lead to suboptimal outcomes. For example, a very common mistake is to get stuck at one specific level, so that some issues seem irresolvable (which can often be easily resolved as soon as one moves to another level). Another common mistake is to be caught in an unfavourable negotiating mode, in which constructive outcomes become quite difficult to achieve.

To cut a long story short, Negotiation Master Class is a programme which, on the one hand, will treat you to a broader variety of negotiation approaches and explain when which of them can yield better outcomes. On the other hand and more importantly, it will look into the very essentials of negotiating, thus making you aware of different

negotiation levels and modes and allowing you to “navigate” through these levels and modes with greater ease. What is, of course, crucial is to understand the deepest level of negotiation, namely, what is it that what your counterparty really wants (which is, surprisingly, not only and not always just a material profit).

* Tip: For a deeper understanding of negotiating, I would also recommend the following courses in our series: [Manipulation-Free!](#) and [Intercultural Training](#).

More? <http://www.vdonskoi.com/index.html>

Intensiv-Workshop (2 volle Tage) oder als fortlaufender Kurs (mindestens 16 Unterrichtseinheiten) in Englisch

Preis auf Anfrage.

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