

Negotiating to Yes (Corporate Edition)



We often think of negotiation as taking place only with people outside of our own organizations—customers, suppliers, or others with whom it’s important to reach mutually satisfactory agreements. Although managers do negotiate in these situations, they must also gain agreements with their employees, peers, and leaders at every level within their own companies. Strong negotiation skills ensure managers have the ability to handle difficult issues and situations in a way that creates mutually satisfying agreements.

Negotiating to Yes (Corporate) (NTY-C) helps managers become better negotiators. It is based on the concept of Principled Negotiation, a method that offers managers an efficient process for reaching optimal business agreements that are satisfying to both parties and actually strengthen professional relationships.

Pareto’s Optimal Curve



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Program Outcomes

NTY-C gives managers a proven approach for turning face-to-face confrontation into side-by-side problem solving. Implemented as a flexible and integrated human performance improvement solution, it enables the establishment of win-win business agreements that lead to mutually satisfying outcomes. It also teaches skills for effective coaching and performance management and provides a variety of tools that can improve relationships between negotiating parties.

Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, NTY-C includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

Participant Readiness prepares participants and managers for the overall learning experience:

- Pre-workshop communication

Learning Transfer design embeds practice and use of new skills. The learning can be flexibly delivered as a:

- Two-day face-to-face, application-oriented workshop

All can be delivered in modular format over non-consecutive days to allow application between sessions. The face-to-face workshop can be taught by a Wilson Learning facilitator or by an organization’s own leader-trained in-house professional.

Organizational Alignment ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities available for both the manager and participant

As a result, participants will continue to apply the skills and tools learned long after the learning event is completed.

Modules: Key Learnings Are . . .

Principled Negotiation

How to achieve mutually satisfying, optimal agreements through an efficient process that strengthens relationships

Your Managers Will Be Able To . . .

Find agreements that are mutually satisfying to both parties; develop a hard approach to problems and a soft approach toward people

Align People

How to avoid letting people problems get in the way of positive negotiations; how to clarify the issues important to each party to avoid any potential barriers to reaching an agreement

Use the *Go to the Balcony* and *Separate the People from the Problem* methods in order to keep a clear and open mind during the negotiation process

Explore Issues

How to explore all issues and interests and how to find a creative solution that satisfies everyone involved

Identify Interests, Generate Options, and Determine Independent Standards during the negotiation process

Reach Agreement

How to ensure that a negotiation either ends in a mutually satisfying agreement for both parties or in an alternative to a negotiated agreement that meets the principled negotiator's most critical needs

Identify their best alternatives to a negotiated agreement and present offers effectively using an *Offer Conversation* that addresses all parties' interests

Difficult Situations

How to deal with difficult issues and "dirty tricks" used by others during negotiations in order to get the process back on the right track

Deal with difficult situations in order to keep negotiations going on a constructive and proactive track

Continued

Enabling Improved Performance

Negotiating to Yes (Corporate) (NTY-C) includes various performance application, reinforcement, and support tools, such as application exercises, job aid cards, electronic reinforcement tools, performance checklists, etc. These tools ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving managers early on and training them to coach for Principled Negotiation is critical to successful program implementation.

Evaluation

Organizations that implement NTY-C have access to measurement and evaluation tools. NTY-C customers receive a Negotiation Strategizer that helps managers integrate Principled Negotiation skills into everyday negotiations and track the actual impact of their efforts. Some organizations review the planning tool and results regularly at management meetings. This has the benefit of keeping the NTY-C approach in the foreground and reinforcing its use.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your environment and business priorities and can be integrated with your processes.

***Negotiating to Yes* is also available in a version specifically designed for sales professionals.**