

Power and Influence in Negotiation

Course Summary

Description

The use of power and influence plays a major role in the negotiation process, and the ability to negotiate is becoming increasingly important. Would you like to pay less for the next vehicle you buy? Do you wish you could get better service or more favorable treatment in hotels and department stores? Are you faced with negotiation situations in the workplace? Would you like to be more effective in coaching or diplomatic settings?

Everyone possesses several forms of power, and there are three sets of tools that can put your power into action: Influence Tactics, Persuasion Triggers, and Negotiation Maneuvers. This course provides a variety of examples and specific scenarios to highlight effective techniques for successful negotiation. Whether you are making a 'deal' with someone, trying to influence people at work, or purchasing products for personal use, the information in this presentation will help you succeed in your next negotiation. This presentation was critically acclaimed at Computerworld's Storage Networking Conference in Phoenix, Arizona in April 2005 and received the Best Session Award at the SHARE Conference in Anaheim, California in February 2011.

Topics

- Overview of Power and Influence
- Power
- Influence Tactics
- Reasoning Tactics
- Relating Tactics
- Participating Tactics
- Reciprocating
- Selecting Tactics
- Practical Application

Audience

This course is designed for any interested in learning effective techniques for successful negotiation.

Prerequisites

There are no prerequisites for this course.

Duration

One half day

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Course Outline

- I. Introduction: Overview of Power and Influence**
 - A. What is Influence?
 - B. Power – The Foundation of Influence
- II. Power**
 - A. Understanding types of power
 - B. Position Power Sources
 - C. Personal Power Sources
- III. Influence Tactics**
 - A. Categories of Influence Tactics
 - B. Persuasion Triggers
- IV. Reasoning Tactics**
 - A. Rationalization
 - B. Legitimizing
 - C. Reasoning Triggers
- V. Relating Tactics**
 - A. Inspiration
 - B. Personal Appeal
 - C. Disarming
 - D. Relating Triggers
- VI. Participating Tactics**
 - A. Consultation
 - B. Alliance
 - C. Participating Triggers
- VII. Reciprocating**
 - A. Exchange
 - B. Coercion
 - C. Reciprocating Triggers
- VIII. Selecting Tactics**
 - A. Analyzing Your Situational Power
 - B. Assessing Potential Tactics
 - C. Planning Your Approach
- IX. Practical Application**
 - A. Practicing Tactic Selection
 - B. Using Combinations / Alternate Approaches
- X. Summary**