



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Customer Experience—**
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.
- **Customer Acquisition—**
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **Communication—**
Practices active listening supported with meaningful oral and written information.
- **Influence—**
Consistently directs situations and inspires people for an all-win environment.

RELATED COMPETENCY CATEGORIES:

- **Conflict Resolution—**
Brings people together who have been separated by their differences.
- **Adaptability—**
Open-minded. Demonstrates flexibility when faced with changes at work.
- **External Awareness—**
Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect area of responsibility.

Negotiations: Presentation

SUMMARY

Many individuals are open-minded about hearing negotiation presentations, while other listeners are more resistant, based on their experiences, personalities, and their attitudes toward you and your message. For this reason, it is important to structure your presentation so that it is persuasive to everyone on the other side of the negotiation. When you take this extra time to plan, your message will be much more relevant and convincing.

CONTEXT

In negotiation presentations, your mission is to convince the other side to take action based on your agenda. You are not simply conveying information; you want your listeners to do something differently based on your presentation. Your objectives in the negotiation presentation are to speak in terms of your listeners' interests and to tell them how they will benefit from taking your recommended action.

At the completion of this module, participants will be able to:

- Present alternative solutions to build win-win outcomes
- Align solutions with the actions and agendas of the other party
- Communicate added value to create a competitive advantage

"The success of your presentation will be judged not by the knowledge you send but by what the listener receives."
—Lily Walters