



# Conducting negotiations and discussions successfully

## Seminar objective

Learn in this training how to turn opponents into partners - we will show you that negotiation skills can be trained. Even difficult situations can be handled successfully with well thought-out negotiation strategies that suit your personality and appearance. The most important negotiation and meeting methods are presented as examples. Many practical exercises will prepare you for an intensive transfer process. After the seminar you will be able to plan and conduct negotiations and meetings more consciously and successfully.

## Seminar content

### Making negotiation success predictable through meeting phases:

- Developing negotiation strategies for each phase
- Presenting your own point of view verbally and nonverbally with confidence
- Presenting arguments in a well-structured manner and with win-win solutions
- Five important points for every business negotiation
- Negotiation concepts: Harvard concept, non-directive concept and win-win concept: How do I behave in a negotiation?
- How to negotiate with potential customers and assess your position correctly

### The relationship level in negotiation situations:

- The search for integrative solutions in negotiations
- Negotiating on factual issues, but between personalities
- The important role of emotions in negotiations and meetings
- The influence of personality traits in negotiating partners
- Tough on the issues, friendly on the personal
- How to recognize true interest

### Dealing with difficult situations:

- Dealing with unobjective negotiating partners
- Decision-making behavior
- The important distinction between short- and long-term results of a negotiation
- Pitfalls and dead ends during a negotiation
- Objective and sober or emotional and aggressive?
- Assertiveness in difficult situations
- Leading project negotiations and bringing them to a successful conclusion

### Ensuring the success of negotiations:

- How do I control the level of tension in negotiations?
- Negotiation situations with multiple negotiating partners
- How to secure results
- The result and progress protocol

## Course ref.

KOM1005

## Participants

not more than 9 participants

## Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

## Location & dates

### Münster

06.06.2024 - 07.06.2024  
11.11.2024 - 12.11.2024  
03.02.2025 - 04.02.2025  
30.06.2025 - 01.07.2025  
10.11.2025 - 11.11.2025

### Hamburg

29.08.2024 - 30.08.2024  
19.05.2025 - 20.05.2025  
04.08.2025 - 05.08.2025

### Berlin

03.03.2025 - 04.03.2025

### Hannover

26.09.2024 - 27.09.2024  
25.09.2025 - 26.09.2025

### Leipzig

11.07.2024 - 12.07.2024  
17.07.2025 - 18.07.2025

### Cologone

19.09.2024 - 20.09.2024  
13.02.2025 - 14.02.2025  
18.09.2025 - 19.09.2025

### Frankfurt am Main

31.03.2025 - 01.04.2025

### Stuttgart

07.10.2024 - 08.10.2024  
20.10.2025 - 21.10.2025

### Munich

17.06.2024 - 18.06.2024  
05.12.2024 - 06.12.2024  
16.06.2025 - 17.06.2025  
04.12.2025 - 05.12.2025



### Methodology

Active exercise sequences Short trainer inputs Discussion based on practical examples Simulation of performance reviews Video examples

### Target audience

The seminar conducting negotiations and discussions successfully is aimed at specialists and executives from all sectors who wish to improve their methods and techniques of conducting negotiations.

### Fee

1.150,00 € (ex. VAT)

1.368,50 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



## **FAX-ANMELDUNG +49 251 20205-99**

Internet: [www.kitzmann.biz](http://www.kitzmann.biz)  
E-Mail: [info@kitzmann.biz](mailto:info@kitzmann.biz)  
Telefax: +49 251 20205-99

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1. Teilnehmer

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E-Mail

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Veranstaltung                      Seminarcode

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Firmendaten/Rechnungsempfänger

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Firma

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Straße/Nummer

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2. Teilnehmer

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Veranstaltung                      Seminarcode

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Anzahl der Mitarbeiter in Ihrem Unternehmen

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Kundennummer

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Anmeldebestätigung (E-Mail)

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Unterschrift