Scotwork®

Transforming the way the world negotiates

ADVANCING NEGOTIATION SKILLS TRAINING COURSE



Advancing Negotiation Skills Course

BE AN EFFECTIVE NEGOTIATOR

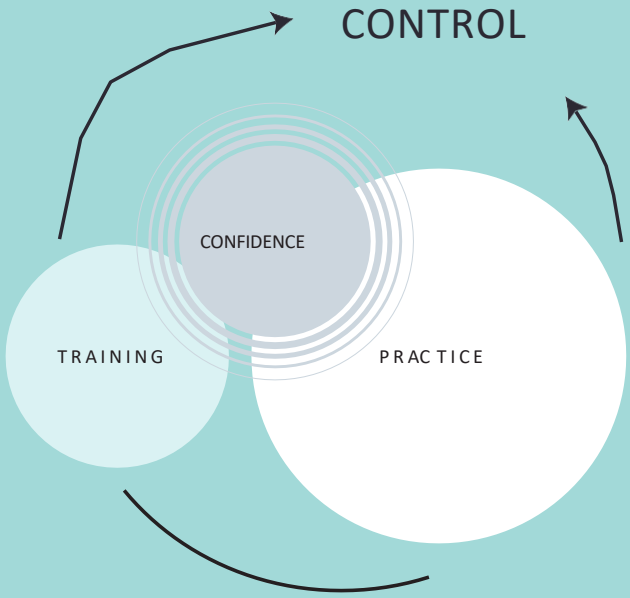
Scotwork's Advancing Negotiation Skills (A.N.S.) course gives you everything you need to be asuccessful negotiator. Whatever your ability, age or industry background, the A.N.S. course starts you on a lifetime of skills development. Join us on an open course or one of our bespoke one-company courses. Either way, the pace, direction and content will be tailored to your needs. Be inspired as our expert coaches take you on a personal journey of self-discovery.

PRACTISE AND PERFECT

Your A.N.S. training is just the beginning. Post-course, we offer a choice of digital tools, resources and content to expand your knowledge and support your future skills development. We offer additional courses to hone your skills even further. The more you practise your techniques in real negotiations, the more confidence you build and the more effective your negotiating becomes.

GET CONFIDENCE FOR CONTROL

To perform at your best you should have confidence in your abilities and the conviction to do the right thing at the right time. The A.N.S. course gives you the skills, knowledge and tools to excel in any situation, even under pressure or when the odds seem stacked against you. With increased confidence and greater control you feel the benefits quickly, with an average ROI of 1528% within 3 months of completing the course.



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About the course

INSPIRING CONTENT

The Scotwork A.N.S. course brings the world of negotiation to life. Over 2.5 days we unpick the complex and chaotic practice of negotiation and simplify it into a highly effective process you can repeat again and again. Our expert coaches share fascinating insights, expose myths, tell easy-recall stories and choreograph authentic case-plays. The result is a uniquely inspirational experience that equips you to be a more astute and competent negotiator.

2.5-DAY TIMETABLE	DAY 1	DAY 2	DAY 3
MORNING SESSION	LECTURE 1	LECTURE 3	LECTURE 5
	PRACTICAL	PRACTICAL	PRACTICAL
AFTERNOON SESSION	LECTURE 2	LECTURE 4	SUMMARY
	PRACTICAL	PRACTICAL	



In a typical half-day module, participants take part in team preparation and negotiation, followed by a video replay to evaluate performance.

OUR 8-STEP APPROACH©

Our approach is rooted in the rigorous analysis of over 100,000 hours of real-world negotiations.
By identifying common behaviours across so many diverse observations, we have distilled the negotiating process into a simple, universal 8-step model. This empowers you with a clear understanding of how any negotiation can be successfully managed and resolved.

Participants will have a number of opportunities to learn:

- FROM LECTURE INPUT
- THROUGH COACHED PREPARATION
- BY WATCHING OTHERS NEGOTIATE
- BY NEGOTIATING THEMSELVES
- FROM VIDEO ANALYSIS AND EXPERT COACHING
- BY USING OUR ONLINE NEGOTIATION PREPARATION TOOL
- FROM THE SCOTWORK TUTORS 1-2-1 ASSISTANCE WITH YOUR PERSONAL DEVELOPMENT PLAN

Expert coaches

MAKING THE COMPLEX SIMPLE

Each A.N.S. course is hosted by two of our negotiation experts. This dual-perspective is backed by years of senior-level negotiating experience spanning disciplines such as marketing, sales, procurement, finance and consulting. Our coaches apply their in-depth knowledge and strong interpersonal skills to turn complex ideas into simple, easy-recall techniques. They use story-telling and practical exercises to pass on powerful insights, and embed effective and easily repeatable negotiating skillsets.

PASSIONATE ABOUT YOUR DEALS

Our coaches create a positive, inspiring and rewarding learning environment. They use pre-course research and one-to-one consultations to get under the skin of your business and carefully shape the course around your needs. Their expertise and passion is focused on making your experience as relevant as possible to your day-to-day world of work. And with a tutor ratio of just 1:6, you are sure to receive plenty of individual direction and knowledge-sharing.

OUR SURVEY OF 30,000 PARTICIPANTS

Tutors understanding of the real world 90.8% – very satisfactory/ quite satisfactory

Tutors understanding of your industry 69.7% – very satisfactory/ quite satisfactory

Course tutors overall 94.7% – very satisfactory/ quite satisfactory

Two tutors per course

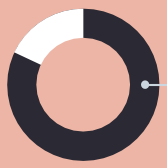
Tutor ratio 1:6



Before and after

By researching your capabilities and needs beforehand, we ensure the A.N.S. course is custom-built and relevant to your working life, and, because the 2.5-day course is just a first step on your lifetime of skills development, we also support your post-course learning with a wide choice of free tools and resources.

OUR SURVEY OF
30,000 PARTICIPANTS



82%

Are still using course materials 90 days after the training

BEFORE

We assess your skill levels and needs to tailor the course for you.

STAKEHOLDER INTERVIEWS

One-to-one conversations to capture your individual issues and challenges.

CAPABILITY SURVEY

Company-wide research to measure negotiation competence and define needs.

COURSE DESIGN

Structure and content tailored to match your specific business objectives.

NEGOTIATING PROFILE

A snapshot of how confident participants are in their negotiating abilities, pinpointing areas of confidence, highlighting priorities for improvement, and creating the foundation for a personalised skills development

PERSONAL DEVELOPMENT PLAN

An online tool to help participants manage their ongoing personal development, following the findings from the Negotiating Profile and extended during and after the course.

YOUR 2.5-DAY COURSE

The course itself consists of three days of immersive training. It's intensive but great fun. Part theory, but with an emphasis on live exercises and case-plays, the course fully prepares you for the challenges of real-world negotiation.

AFTER

Use our tools and resources to take control of your ongoing skills development.

E-CONSOLIDATION MODULES

Refresh, re-enforce and personalise your post course learning using the e-Consolidation module.

PERSONAL DEVELOPMENT PLAN

An online tool to help participants manage their ongoing personal development

SCOTWORK APP

Course materials and diagnostic tools accessible on the go.

ADVICE LINE

A free hotline for expert guidance on any negotiation challenge.

ONLINE PREP TOOL

A hub for making and managing all your deal- making preparations.

FOLLOW ON TRAINING

More tailored courses to hone your skills development.

Learning model

Negotiation is a live, interactive process. To reflect this, our learning model actively engages participants in turning theory into iterative good practice. Over 80% of course time is allocated to live case-play exercises where techniques are road-tested within life-like, unscripted negotiation scenarios. Over 2.5 days our expert coaches carefully guide you through five sequences of lecture, preparation, negotiation case-play and follow-up analysis. Each is delivered in the context of your day-to-day working life.



LECTURE



PREPARE



NEGOTIATE



ANALYSE

OUR EXPERT NEGOTIATORS WILL SHARE OVER 100 POWERFUL, PRACTICAL AND EFFECTIVE TEACHING POINTS COVERING:



Negotiating your way out of conflict



A structure and agenda for negotiation preparation



Use of active listening techniques to pick up signals



Use of constructive questioning



Making, pitching and responding to proposals



The creative process of re-packaging deals without spending any more



Effectively trading and bargaining



Improving recognition and use of closing opportunities



Defusing aggression and confrontation



Handling deadlocks



Using team negotiating skills



Responding to common negotiating tactics

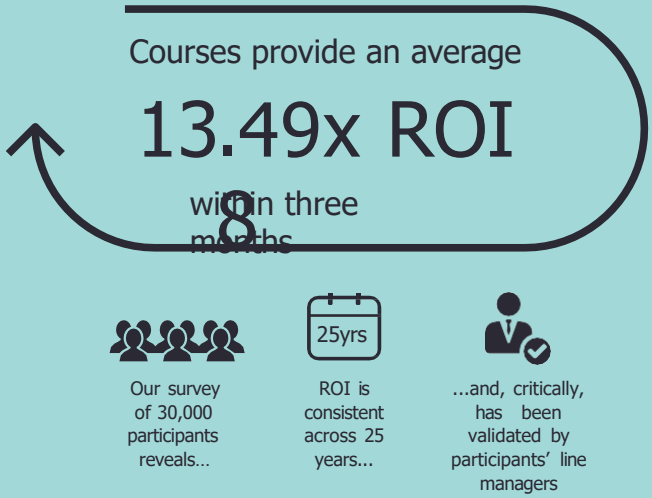


Making and responding to multiple-pointed proposals



Learning the secrets of value creation in your negotiations

Results and evaluation



Scotwork's negotiation courses make a real commercial difference from day one. Participants walk away from their training armed with practical skills that boost their effectiveness at the negotiating table and return an average payback of 1528% within 3 months.

OUR PARTICIPANT SURVEY REVEALS:



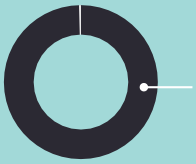
96%
Reported improved negotiating performance



71%
Reported more satisfying negotiations plus improved levels of confidence



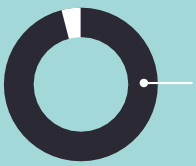
99%
Would recommend the course



98%
Of line managers stated that the investment was worthwhile



88.5%
Of line managers stated that ALL objectives were achieved



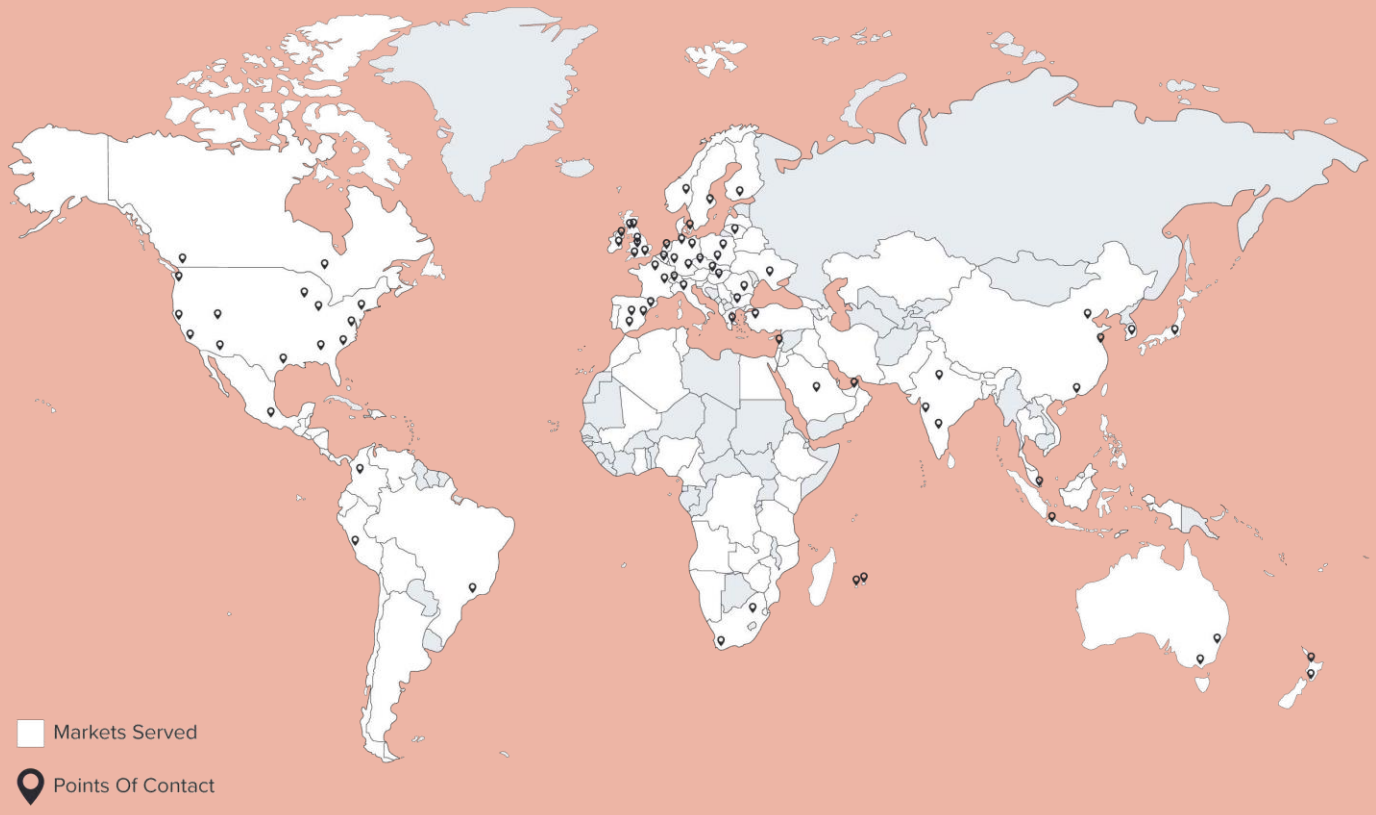
96%
Of line managers stated that the benefit was either increasing or remaining

We surveyed over 30,000 course participants to gauge how they valued their Scotwork training experience. An overwhelming majority of 99% said they would recommend the A.N.S. course to others. And 96% of respondents felt their newly-acquired skills significantly enhanced their performance as negotiators.

About Scotwork

MAKING A REAL IMPACT WORLDWIDE

Scotwork has coached hundreds of thousands of senior managers in 29 languages. We have grown into the world's number one independent negotiation consultancy, operating in 46 countries. We work with organisations large and small across all sectors. After more than 45 years we are still giving people powerful skills that transform their lives, and handing businesses more successful futures.



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