

Successful Fee Negotiations

OBJECTIVES

To enable participants to:

- Understand the principles of fee negotiation and its role in the selling process
- Be fully aware of the huge importance of preparation when negotiating fees, what to prepare, and how to go about it
- Demonstrate confidence and capability in actually conducting any fee negotiation, particularly in a difficult economic climate

CONTENT

Negotiation principles

- Fee negotiation and its role in the selling process
- Defining the negotiation purpose and goals
- Core skills needed to negotiate effectively
- When, and when not, to negotiate

Planning a fee negotiation

- Getting it right - distributive and integrative negotiations
- Your negotiating style
- Negotiation 'variables' and their value
- Negotiation 'levels'
- Leverage points and 'attractors'
- Gender, cultural and external factors
- BATNA

Current client base management

- Using a negotiation meeting framework
- Creating and presenting 'options'
- Exchanging 'variables' and reaching an agreement
- Avoiding conflict

CPD HOURS: 6

NUMBERS LIMITED TO 18

Venue	Date	Time	Speaker
Midlands	16 Jun	09:30-17:00	Jim Thomas

Venue details to be provided with booking confirmation

£285 plus VAT per person

The People Manager's Toolkit

OBJECTIVES

To enable participants to:

- Appreciate the personal 'toolkit' that all managers and leaders need to inspire, manage and develop staff effectively
- Begin developing these skills in themselves so they can apply them effectively in the workplace

CONTENT

Management style

- What's my natural style?
- Day to day management scenarios and challenges
- Leading by example

Motivating staff

- Motivation principles
- Motivation self analysis
- Understanding your staff
- Building your inspirational ability

Delegation and briefings

- Briefing others - best practice
- What is delegation?
- Delegation parameters and scope
- How to delegate effectively
- The best questions to ask after briefing or delegating to others

Running an effective meeting

- When to meet and the three types of meeting
- Meeting preparation
- The golden rules to conducting an effective meeting

CPD HOURS: 6

NUMBERS LIMITED TO 18

Venue	Date	Time	Speaker
Midlands	15 Sept	09:30-17:00	Karen Duncan

Venue details to be provided with booking confirmation

£285 plus VAT per person

Turning Prospects Into Clients

OBJECTIVES

To enable participants to:

- Build their awareness and skills in the formation of strong personal business relationships
- Develop their influencing capability in a variety of situations such that they are the obvious choice of provider for any prospective client
- To develop their technical 'selling' ability when meeting with a prospect or current client and their ability to confidently manage the meeting process

CONTENT

Developing personal influencing

- What are your clients and prospects buying?
- The three influencing dimensions and how to use them effectively
- Developing your influencing skills
- The real you and how to 'flex' your approach to others

Professional selling skills

- The sales process
- Understanding the client's or prospect's needs and wants
- Making an impactful business proposal
- Overcoming prospect objections
- Gaining agreement to your proposal effectively
- When and when not to negotiate

CPD HOURS: 6

NUMBERS LIMITED TO 18

Venue	Date	Time	Speaker
Midlands	12 May	09:30-17:00	Andy Whittaker

Venue details to be provided with booking confirmation

£285 plus VAT per person