



# Negotiate

## Win more - Win more

Negotiation is something we all do from time to time and not only for business purposes. It is often thought to be a compromise in order to settle an argument or issue to benefit ourselves as much as possible. But negotiation is much more than this.

It is also possible to think of negotiation as the art of creating mutual success, or “win-more win-more”; when all parties emerge from a negotiation with mutual benefit. Our attitudes, approaches and styles of communication all come into consideration when we look at developing the art of negotiation.

We help participants move away from “Distributive Negotiation” styles where the goal is to beat the opposition, which may not end up with the maximum benefit as both parties are looking for different outcomes. We focus on ‘Integrative Negotiation’ style, which requires advanced communication skills from at least one party as both parties aim to reach a mutually beneficial agreement.

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\*Sample only

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