



Communication & Negotiation Skills

This module is intended to provide the basis on how to communicate effectively and to go through negotiation and achieving the objectives.

Communication is not just verbal: it involves mannerisms, visualization and also appearance.

Negotiation should never be seen as a “fight” but instead as a path that the parties involved follow to achieve their goals. If several parties are involved in a negotiation is because they need each other and not because they can move on alone.

Communication skills

- How do you present yourself?
- How to communicate as a whole: mannerisms/verbal/appearance
- How to influence?
- How to be in control of the situation where we present to an audience?
- How to prepare a presentation?
- Listen and convey the message effectively
- How to ask questions without intimidating?
- How to answer accurately?
- Use comparisons – same as a good illustration
- Eye contact: necessary but not too much
- influence of intercultural environment on the above

Negotiation skills

- The necessity of achieving a common platform where negotiation starts
- How to balance what we have to give up?
- Creating empathy
- Be assertive: find out what your counter parts really wants
- Agreeing on the terms and nature of the quarry
- Define clearly the areas of disagreement
- Define possible areas of agreement - it sets a balance for all parties to move ahead
- Accepting responsibility proposing compensation
- Customers are valuable: do not punish for missed targets – propose alternatives and state next objectives
- Setting up the resolution