



4D Training

Negotiating Skills for Insurance Professionals

Who would benefit?

This practical workshop is designed to understand how to prepare and successfully achieve a 'win-win' outcome when negotiating either on a professional or personal basis. Using many exercises, it develops questioning and listening techniques based on a five stage model. It will also consider how to overcome difficult situations which seem to have no solutions.

Objective

This course gives attendees an overview of how to identify their preferred negotiating style and the implications of its use, plan for a negotiation using the given model and apply variables as a means of achieving a 'win-win' outcome. They will also be able to select appropriate methods to counter deadlocks and difficult negotiators and utilise the skills covered in role play situations to effect successful negotiations.

Content

- Explain what a negotiation is and what makes a successful negotiator
- Share own negotiation experiences
- Review a self diagnostic questionnaire
- Explain what BATNA - Best Alternative to Negotiated Agreement is and how it is applied
- Explain the five stages of negotiation
- Demonstrate the importance of different types of questions and how to actively listen when negotiating
- Discuss the importance of non verbal communication and building a rapport
- Provide tips and tactics on how to handle difficult situations and negotiators
- Practice and review simulated negotiations

Duration

One day

Pre-requisites

In order to ensure that maximum training time is available, a Conflict Management Styles Questionnaire will need to be completed in advance.