



**@ASK Training**  
Attitude | Skills | Knowledge

# Strategies for Persuasive Negotiation

**Course Code:**

ASKSPN

**Course Duration:**

1 day, 9.00am - 5.00pm

**Course Fee:**

\$600 (\$654 Inc. 9% GST) per participant

**Course Venue:**

Hotel

**Course Dates:**

<https://asktraining.com.sg/course-schedule/>



## Course Synopsis

"Strategies for Persuasive Negotiation" is a 1-day course designed to equip you with an 'armoury of strategies & tools' — that will have you influence others when negotiating for what you want in everyday situations without comprising the relationships.

Whether you are negotiating for a salary raise, getting a better deal, adjusting delivery deadline or wanting to skew others towards your direction in your daily life, you need to apply negotiation strategies to achieve the best outcome for all parties.

In this course, you will learn and apply persuasive negotiation skills to positively convince others. The ultimate goal is to trigger them to be more agreeable and less resistance to you and your proposition.

Scientific discoveries in the last 10 years have uncovered new persuasion keys that one can use to appeal to other people's brains and encourage them to be more agreeable. All these brain-influencing keys belong to a learnable skill called - "Neuro-Persuasion", which is a major component of the course. Once you learn the application, you can gain compliance from others and influence the most beneficial outcome during negotiations.

## Course Objectives

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By the end of the course, you would be able to:

- Understand Neuro-Persuasion response using crafted words
- Apply the strategies to achieve a cooperative and accepting negotiation platform
- Meet your negotiation objectives without comprising relationships

## Course Outline

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- Learn the hidden brain persuaders that bring out more agreeable responses from people during negotiating situations
- Trigger amicable emotions in others during negotiations by using carefully crafted words
- Uncover the small tweaks you must add into your negotiations to collectively bring out your most convincing personality
- Strategies to have others go from being objections-filled to becoming more cooperative and accepting style
- (In negotiations scenarios that involve price bargaining or haggling) Strategic gambits to negotiate price in a way that will get you the price you want
- What to do if the other party is being unreasonable during negotiations
- The words to say to a tough negotiator to 'soften' and have him/her be more compromising
- A key 'final move' strategy to negotiate in a way that will get you MORE THAN what you want
- Real examples and case studies of skilled negotiators who got what they want even in the face of highly impossible scenarios