



Mulga Partners Pty Ltd  
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# Persuasive Bargaining

*The art of letting them have your way*

Negotiation is all about building a relationship. A strong and lasting one is based on mutual value. Win-Win. This 1 day workshop exposes you to the strategies used by negotiation experts from around the world, lets you in on the secrets of thinking on your feet and gives you a proven framework for conducting principled negotiations.



**Increase profits  
and drive performance**



**Win more  
business**



**Build stronger  
relationships**

## **Session 1: Preparation is 80% of success**

- Six rules of engagement – what they are and why they are important
- Five core persuasion tasks – know what they are and how you can leverage them before you start
- Five common negotiation mistakes
- Know when to walk away from a deal
- Why strong “psychological capital” is key to choosing your team

## **Session 2: Framework for conducting a Principled Negotiation**

Based on Roger Fisher’s work in the Harvard Negotiation Project and his classic book, ‘Getting to Yes’

- Separating people from the problem
- Focusing on interests, not positions
- Generating options for mutual gain
- Using mutually agreed objective criteria

## **Session 3: Thinking on your feet**

- The underlying social contract and shadow negotiations
- Disentangling biases
- Simultaneous negotiation and multiple offers
- Improvisation
- Co-operative orientation
- Tactics the other side use to get your price down
- Case studies: Benneton and Chrysler

## **Session 4: The Sphynx Mall Case**

Developed by Leonard Greenhalgh of the Amos Tuck School of Business Administration, Dartmouth College, this case is used as a simulated negotiation where you will take the role of one of 4 parties to the negotiation (2 buyers and 2 sellers) and put into practice what you have learned in the morning sessions.

### **Workshop facilitator – Philip Dennett**

Philip is an accomplished marketer, consultant, trainer, and author. He has held senior positions in advertising, both in account management and creative roles; and in publishing as Australian Sales & Marketing Director for Adis International Ltd and Group Marketing Manager for Scholastic Australia. Developing his passion for training, Philip took on the role of Chief Executive Officer of the Business Advisory Service in Western Sydney where he was responsible for managing and developing training programs for entrepreneurs and small to medium business owners.

Throughout his career, Philip has negotiated contracts in construction, advertising, and Government consulting.

Philip’s practical experience is backed up by a postgraduate Diploma in Business Marketing, and a Masters Degree in Management.

Philip is a Director of Mulga Partners Pty Ltd, specialists in developing persuasive communication programs.