

Learn to Negotiate Better

Don't allow those who are trained in negotiation skills to walk away with the better deal. Don't be short-changed by dominant negotiators. Start negotiating professionally and recognize when you're being manipulated. Jutta Portner is an international negotiation expert whose approach is based on the Harvard Concept. In this work, she introduces the latest and most cutting-edge negotiation techniques with numerous examples and exercises. The book's practical perspective sets it apart from conventional negotiation handbooks.

Negotiation is our daily business. We do it day after day. Do you generally think in advance about how you're going to negotiate? No? Don't worry – that's how most people are. Normally, everyday negotiations proceed in an unreflective and intuitive way.

After reading this book...

- you will know the basics, principles and specifics of cooperative negotiation as compared to competitive negotiation;
- you will have reflected and improved on your personal negotiation behaviour, and
- you will be equipped to handle difficult negotiating partners and unfair strategies in a professional way.

Jutta Portner
Better Negotiating
Your Training Book for
Business and Private Life
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Contents:

Introduction

1. Learn to Negotiate Better

What is Negotiating Really About?
When Does a Conversation Become a Negotiation?
How Do We Measure the Success of a Negotiation?
The Biggest Mistakes You Can Make During a Negotiation

2. Well-Equipped to Start – Proper Preparation Is Half the Battle

Lack of Preparation – The Most Common Errors
How to Estimate Your Power Realistically
Planning Tool 1 – 8

3. Understanding Negotiating as a Process

The Three Levels of Negotiation
The Negotiation Process
The Helicopter Perspective

4. Negotiation Tactics for Beginners

Know-How – Tactical Ground Rules
As the Beginning, So the End
How to Reach a Conclusion
How to Formulate Your Ideas in a Clear and Accurate Way

How to Appeal Skilfully
Why You Should Take Breaks
How to Make Concessions Like a Professional
How to Identify the Right Time to Wrap Things Up
Special Case: Building Coalitions

5. The Power of Language

Positive Phrasing – Using the Power of Language
The Eight Rules for Clever Arguments
The Structure of an Argument
He Who Asks, Leads
Quick-Wittedness in Negotiations
Dialectics of Peace and Conflict

6. Body Language and Intuition

Natural Tools: Facial Expressions, Gestures, Posture
The Ten Most Important Pieces of Body Language Vocabulary
It's How You Say It: Using Your Voice to Best Effect
How Your Gut Can Guide You: Intuition in Negotiating
Three Classic Negotiation Scenarios
The Most Important Worksheets

References:

Volkswagen AG, DAIMLER AG, Procter& Gamble GmbH, Kraftfoods GmbH, AIRBUS AG, Eurocopter AG, VOITH GmbH, Wacker Chemie AG, BASF AG, Clariant AG, SIEMENS AG, GIZ and German Ministry for Economics, and many more.
For more: www.c-to-be.de



Jutta Portner is a Dynamic Management Trainer and Business Coach with advanced knowledge in human resources and organisational development disciplines based on international standards. She has more than 15 years' experience training organisations in negotiation, conflict management and project management and offers a proven ability to link strategy with people and organisational change. She has a strong track record of enhancing communication skills and improving operational efficiencies, with a superior client service rating.