

CUS03: Negotiation Strategies 2 – Psychological Strategies

There are a number of psychological strategies that are often employed in negotiations, so it's important to recognise, deal and counter them.

You may not be aware that the basic human needs of security, economic well-being, belonging, recognition, and control over one's life are also at play in negotiation. Couching your proposals in terms of satisfying these and any other needs that the other party may have will make it easy for them to say 'Yes'. It's important to keep the negotiation human and establish rapport as early as possible. You may be surprised to learn that appearing dumb or appearing to have a weak position can sometimes be a strength in negotiation, as does using silence as a weapon.

This course will teach you to use effective questioning to counter any unfair tactics used by the other party without offending them, and how to respond to psychological warfare when it is used against you. You will also be shown how to deal with negotiators using fake authority or fake reciprocity.

Course Content

- Fake authority and fake reciprocity
- How to use silence as a weapon
- The good guy/bad guy scenario
- The 'bottom line'
- How to deal with threats and intimidation
- Psychological warfare and how to respond to it
- Deception strategies
- How to create competition
- The importance of establishing rapport

Course Duration

- 50 minutes

Available in:

- Audio
- Non-audio

Delivered via:


- Internet

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