

Business Negotiation: A Practical Workbook

By Paul T Steele, Tom Beasor

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Getting to grips with negotiation quickly is straightforward and easy with this practical guide. Written in simple language, with a host of practical exercises to support the text, it is designed for any negotiator who wants to develop their knowledge, increase confidence and develop skills. Starting by demonstrating the importance negotiation plays in both commercial and interpersonal relationships, Business Negotiation then takes the reader through 20 developmental steps which cover: objective setting and planning; the first phases of negotiation; managing movement; and completing the deal. Each step features a knowledge and skill building exercise, tips and techniques including: ¢ Example scripts ¢ Negotiation tactics ¢ Practical exercises ¢ Dilemmas and suggested solutions ¢ Key points. In a highly interactive style, this book provides a learning route to skilled negotiation. Written by experts in the field of negotiation, it gives a clear picture of all aspects of the subject and arms the reader with a wealth of ideas and examples for their next negotiation.

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
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Editorial Review

Review

'This is an excellent book that I have no hesitation recommending to junior buyers with limited negotiating experience; managers who are keen to construct their own in-house negotiating training programme, but who cannot afford to hire Paul Steel et al; amateur buyers and, say accountants in small to medium sized enterprises ... and ... most important of all, ... directors of SMEs ... Overall, the book is full of sound ideas and useful activities. Unless you are already highly trained, you will not regret buying it.' Supply Management

About the Author

Paul T. Steele and Tom Beasor are negotiators of long experience who have all too often seen a negotiator talk at the wrong moment, miss opportunities, or ruin a promising situation by taking the wrong approach. A major influence in the design of this book has been their experience in running over 1000 seminars and conferences on negotiation all over the world. Apart from extensive lecturing experience, they have also worked as consultants for many organizations in both the public and private sectors. They are directors of PMMS Consulting Group, and Paul has written two highly acclaimed books - It's a Deal and Profitable Purchasing Strategies. Their work regularly takes them overseas to the USA, Russia, Japan and the Far East, leading teams and/or troubleshooting on a wide variety of business problems.

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