

STRATEGIC COMMUNICATIONS AND NEGOTIATION

Course Syllabus

For: Purchasing agents, sales people, contract negotiators, finance people involved in pricing negotiations, managers (with hiring responsibility), HR professionals (with hiring responsibility).

Session	Content
1	Course Overview Introduction to Strategic Communication – The Strategic Communication Model Homework
2	Review Homework The Why Question (Motivation) The Who Question (Audience) Integrating the questions into Negotiations Homework
3	Review Homework The What Question (Description) The How Question (Application) Role play Homework
4	Review Homework Tying the questions together Motivation + Audience + Description = Effective Application Role play Homework
5	Review Homework Introduction to Negotiations Getting to Win/Win Homework
6	Review Homework Negotiations continued Define your goal Understand the other party Homework
7	Review Homework Relationships and Research Role play Homework
8	Review Homework Integrating the Strategic Communications Model into Negotiations Role Play