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INTERNATIONAL  
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**e** NGLISH PROGRAM

MANAGEMENT SCHOOL ST.GALLEN ■  
INTERNATIONAL PROGRAMS 2021

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## *Negotiation Principles of St.Gallen*

### *Problem Solving – Decision Making*

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**Using methodology for closing: how executives and their staff can create a more successful internal and external negotiation process that enhances conscious planning, argumentation and dialogue.**

Executives face negotiation on a constant basis. Still, some try to gain an advantage over their counterparts by haggling or using other deceptive tactics. Successful negotiators and facilitators, however, do not seek a quick or one-time gain. Rather, they persuade their opponent and strengthen the foundation for a lasting collaboration. The Negotiation Principles of St.Gallen were developed from insights gained through numerous negotiation and mediation talks within the economic and political arenas as well as in the fields of sales and purchasing. Today, it is one of the most successful methods of cooperative negotiation. In the process, its approach covers ways to deal with the negotiation power of the opponent, which other negotiation methods often neglect to consider. Special tools help to facilitate between even the most opposing views, such as those of sales and purchasing managers, and aim to implement solutions that are acceptable to both parties.

## Program Contents

### **Understanding the mechanisms of communication psychology**

Consideration of the role of the receiver. Psychological aspects of communication oriented towards the receiver.

### **Forms of communication within the negotiation process**

What matters most during negotiation. The basic principles of a partnership-driven approach to negotiation. Open communication vs. closed communication. One-sided vs. two-sided communication.

### **Understanding the fundamentals of negotiation**

Negotiations – some practical definitions. The ability to recognize negotiating situations. The significance of attitude towards disagreement and conflicts.

### **The art of persuasive negotiation**

How to deal with powerful opponents and overcoming the classic obstacle of having the desire for success while retaining the virtue of humanity. How both sides avoid the risk of losing face.

### **Team negotiation requires discipline, trust and training**

Learn how to negotiate as a team according to the Negotiation Principles of St.Gallen. Recognize the different personality styles and roles of the negotiating partners. Defining your own role. Which roles do people take on during the negotiation process.

### **Recognizing and utilizing psychological factors and opportunities of influence**

Establishing a negotiation map that outlines how to combine different roles, interests and areas of influence.

### **Optimum preparation**

Learn how to efficiently prepare negotiations without the use of extensive check lists and how to focus on the situation as well as the roles and interests of your negotiating partners. Methods for problem solution within the negotiation and mediation process.

### **Concepts of argumentation**

Argumentation techniques and their effects. The appropriate progression of information and argumentation.

### **The (psycho)logical dialogue**

Questioning techniques – Arguments in dialogue and negotiation. Listening skills – Questioning – Argumentation. Implementation of decision-making motives.

### **Fair-minded dialectical reasoning in negotiating situations**

Ways and resources to persuade using easily comprehensible language. Step by step processes and structures. Emphasizing customer's benefit.

### **Argumentation and cooperative negotiation**

Systematic aspects: guidelines for argumentation. Motives for decision-making, value proposition, interest-based approach vs. position.

### **Logical aspects of argumentation**

Genuine and spurious arguments. The role of implied prerequisites and their impact. Types of argumentation and speech.

### **Mastering closing techniques**

Getting to the point, reinforcing mutually defined solutions without losing face. Reaching an agreement for measures to be taken and monitoring compliance.

### **Integrative strategies**

Evaluation of negotiation results. Developing a negotiation philosophy to create win-win situations for both parties involved. The principle of giving and taking during the negotiation process. The characteristics of successful negotiation.

### **Planning and Preparation**

The building blocks of successful negotiation. How to plan and prepare for dialogue. Negotiation strategies and tactics. Techniques of persuasion and closing.

### **Potential synergies**

Utilizing potential synergies within internal conflicts of interest, for either the individual person or the entire organization. How to assist your own staff to achieve optimum negotiation results.