



**JOHN UMANSKY & ASSOCIATES PTY LTD  
MANAGEMENT CONSULTANTS**

A. C. N. 007 397 471  
ABN 80 007 397 471

PO Box 2203  
Caulfield Junction  
Vic 3161 Australia

**E : [courses@umansky.com.au](mailto:courses@umansky.com.au)  
T : +61 3 9572 2266  
F : +61 3 9572 2972**

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## Negotiating Skills

Increased competition in the market place has highlighted the need for more sophisticated strategies to deal with conflict and to capitalise on resources whilst maintaining sound relationships with the other party.

### Objectives

After successful completion of this course, participants will be able to:

- Understand the critical components of the negotiating process
- Appreciate the way individual interactions can affect the outcome of a negotiation
- Use skills learned to negotiate more effectively

### Benefits

For the participant, increased effectiveness and job satisfaction.

For the organisation, better staff and customer relations, and more satisfactory outcomes.