

Communicate to negotiate

60-90-minute webinar

A 60 to 90-minute interactive workshop that fosters clear and assertive communication during negotiation.

Attendees will remain calm and feel prepared when they next need to work towards a compromise or collaboration whilst under pressure.

This session is designed specifically for larger groups (50+). *Please note that this is not a workshop on negotiation skills, but on communication skills for negotiation.*

Webinar overview

1. **Understand the foundations of effective negotiation**
 - Prepare by setting clear objectives and understanding the other party's priorities
2. **Build trust and rapport**
 - Start with a collaborative tone by using empathy and active listening
3. **Ask questions and listen actively**
 - Focus on truly understanding their perspective before presenting your own
4. **Communicate persuasively**
 - Frame your message in a way that aligns your goals with theirs
5. **Respond to challenges with flexibility**
 - Use pauses or silence strategically to encourage reflection and show confidence
6. **Speak with clarity and confidence**
 - Summarise key points of agreement to ensure mutual understanding

Expert trainer

Susie has worked as a voice-over artist for BBC, Sky, ITV1, Sony Pictures, Spotify and many more. Unusually, she used to combine this with working in the City as an insurance broker, managing a client body of high net worth and high profile clients in media television and film.

She is now a full-time freelance trainer and coach, making the most of her unusual combination of acting skills and director-level business experience by specialising in helping clients to control and optimise their body language and non-verbal communication techniques, structuring presentations for effect, and giving the kind of vocal empowerment needed to both succeed and be seen to succeed.