17th International Project Week 2015  
4th – 8th May 2015

Project Description

Lecturer: Jim Blythe

University/Company: Blythe Consulting

Country: Vereinigtes Königreich

Personal Selling and Negotiation

Content:
The aim of this course is to outline negotiation and persuasion techniques in the context of facilitating exchange on a one-to-one basis. This would include consideration of the needs of the other party, and negotiation of a win-win outcome for both.

Methods:
Lectures, tutorials, student-centred learning through on-line research, one-to-one guidance.

Competences and skills to be acquired:
Students should be able to approach negotiations with an appreciation of the need to see the situation from both sides. They should acquire the necessary skills to reach a successful conclusion in selling and negotiating situations.

Prerequisite:

Language of instruction: English

Suitable studies: TSA