



4D Group

## Negotiating and Influencing Skills for Brokers

### Who would benefit?

Negotiating and influencing skills are central to a professional intermediary's role. Whether you are obtaining new business, placing the risk, defending an account, handling a claim or renewing an account you will understand the importance of honing effective Negotiating and Influencing skills. Win-Win will give you more power to achieve improved results.

The programme identifies some effective negotiation strategies and to help support appropriate negotiating and influencing skills within the market. The programme focuses on ethical negotiation and influencing tactics from the broker's perspective when working with both clients and underwriters.

Suitable insurance/broking staff involved in the use of negotiating and influencing skills – ideally those from within a placing or claims environment wishing to hone their existing skills. Some experience of broking is desirable, although the programme assumes no prior knowledge of commercial negotiation practice.

The programme is adaptable and can be tailored to meet group member's needs.

### Objective

By the end of this course, the delegate will be able to:

- review the fundamental principles of negotiating within the insurance arena
- appreciate the value of the many negotiable elements other than premium
- identify the critical steps in the negotiation process
- develop a logical approach to influencing clients and underwriters
- apply the most appropriate behavioural style to your negotiations
- increase your success at negotiating rates terms and conditions
- use successful skills when handling claims negotiations

### Contents

- Negotiation defined
- Different types of negotiation and why only 'win-win' provides continuing success
- Identifying key stages in the negotiation process
- Defining the negotiation arena
- Establishing the ground rules for Win-Win effective negotiation
- Presenting your case effectively when negotiating with underwriters and clients
- Why 'Win-Win' negotiations are the only effective option in the market place
- Probing skills
- Beyond the premium – negotiating with elements other than price
- The point of balance – trading concessions (If...Then...)
- Negotiating techniques, attitudes of self and others
- Handling client and underwriter objections (claims)
- Behavioural styles in negotiation
- Recognising behavioural styles in others and ensuring you select the most appropriate style to negotiation effectively
- Building long-term relationships

### Duration

One day