

What is a TOPRA online course like?

1. The course homepage explains how to use the course

The screenshot shows the homepage for the 'Negotiation Skills' course. At the top right, there are navigation links: 'My Gateway', 'Guide', 'Site map', and 'Help'. The header features the TOPRA logo and the text 'THE ORGANISATION FOR PROFESSIONALS IN REGULATORY AFFAIRS'. Below the header, the user's name 'Victoria Clarke' is displayed. A left-hand navigation menu includes sections for 'Personal Profile', 'Learning Centre' (with sub-items: 'Understanding negotiation', 'Techniques and strategies', 'Difficult situations', 'Planning to negotiate'), and 'Resource Centre'. Below the menu are buttons for 'Completion Certificate', 'TOPRA Homepage Course Evaluation', and 'My progress Toolkit'. The main content area is titled 'Negotiation Skills' and lists four bullet points: 'Understanding negotiation', 'Techniques and strategies', 'Difficult situations', and 'Planning to negotiate'. A welcome message follows, explaining the course's purpose and directing users to the 'Learning Centre'. A large blue and red graphic with the text 'If you haven't used a TOPRA e-learning course before, click each of the five highlighted areas to find out how the course works.' is prominently displayed. At the bottom, a blue banner states: 'If you want to use a different TOPRA e-learning course, then please visit the...'

2. Each course has a Learning Centre – with information and activities

THE ORGANISATION FOR PROFESSIONALS IN REGULATORY AFFAIRS

Victoria Clarke

- Personal Profile
- Learning Centre
 - Understanding negotiation
 - Techniques and strategies
 - Difficult situations
 - Planning to negotiate
- Resource Centre

Completion Certificate
TOPRA Homepage
Course Evaluation

My progress
Toolkit

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negotiation skills

PLAN TO NEGOTIATE

HANDLE DIFFICULT SITUATIONS

LEARN TECHNIQUES AND STRATEGIES

UNDERSTAND NEGOTIATION

A sales woman is driving home from a meeting when she sees a woman hitch-hiking. Being a kindly soul, the sales woman stops the car and invites the hitch-hiker to climb in. During their small talk, the hitch-hiker glances surreptitiously at a brown paper bag between the front seats. "If you're wondering what's in the bag," offers the sales woman, "It's a bottle of wine. I got it for my husband." The hitch-hiker is silent for a while, nods several times, then says, "Good trade".

Welcome to the Learning Centre of **Negotiation Skills**. This is where you will be spending most of your time during the course.

Negotiation is not just the reserve of sales people – we all negotiate, all the time. The techniques and strategies covered in this course will help you to plan for negotiations, make sure the outcomes of your negotiations are successful, and handle difficult situations when they arise.

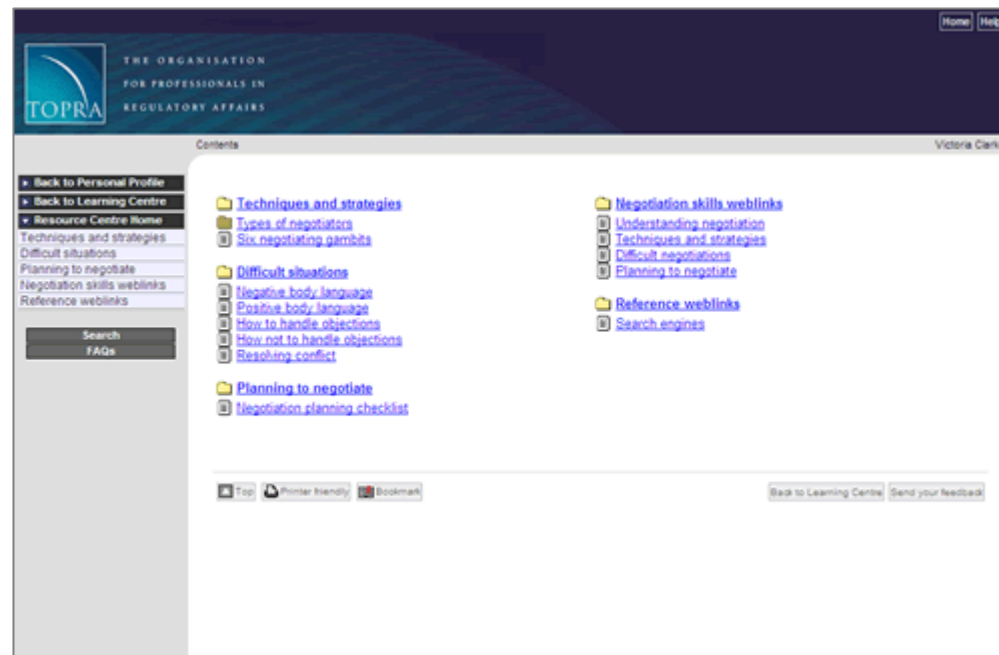
As you work your way through the course you will come across this leaf. Click it to reveal... a useful tip!

click for a...

You will also see this symbol from time to time. Consider the question alongside each symbol and then click to visit the Resource Centre where you will discover the answer.

To get started, click on one of the modules on the navigation panel to the left.

3. The course also has a Resource Centre which contains further reading and reference materials



The screenshot displays the TOPRA Resource Centre website. The header features the TOPRA logo and the text "THE ORGANISATION FOR PROFESSIONALS IN REGULATORY AFFAIRS". The page is titled "Contents" and includes a user name "Victoria Clarke".

Navigation Menu:

- Back to Personal Profile
- Back to Learning Centre
- Resource Centre Home
- Techniques and strategies
- Difficult situations
- Planning to negotiate
- Negotiation skills weblinks
- Reference weblinks

Search and FAQs:

Search
FAQs

Main Content Area:

- Techniques and strategies**
 - Types of negotiators
 - Six negotiating gambits
- Difficult situations**
 - Negative body language
 - Positive body language
 - How to handle objections
 - How not to handle objections
 - Resolving conflict
- Planning to negotiate**
 - Negotiation planning checklist
- Negotiation skills weblinks**
 - Understanding negotiation
 - Techniques and strategies
 - Difficult negotiations
 - Planning to negotiate
- Reference weblinks**
 - Search engines

Footer:

Top | Printer friendly | Bookmark | Back to Learning Centre | Send your feedback

4. There are four activity types for you to choose from depending on your learning style preference

The screenshot shows the TOPRA Learning Centre interface. The header includes the TOPRA logo and the text 'THE ORGANISATION FOR PROFESSIONALS IN REGULATORY AFFAIRS'. The user is logged in as 'Victoria Clarke'. The main content area is titled 'negotiation skills > understanding negotiation'. It features a sidebar with navigation options: 'Personal Profile', 'Learning Centre' (with sub-options for 'Understanding negotiation', 'Techniques and strategies', 'Difficult situations', and 'Planning to negotiate'), and 'Resource Centre'. Below the sidebar are links for 'Completion Certificate', 'TOPRA Homepage', 'Course Evaluation', and 'My progress Toolkit'. The main content area contains an introductory paragraph about negotiation, followed by four activity options: 'Find out more', 'In at the deep end', 'Step-by-step', and 'Quiz', each with a brief description and a corresponding icon.

THE ORGANISATION
FOR PROFESSIONALS IN
REGULATORY AFFAIRS

negotiation skills > understanding negotiation Victoria Clarke

Personal Profile

Learning Centre

Understanding negotiation

Techniques and strategies

Difficult situations

Planning to negotiate

Resource Centre

Completion Certificate
TOPRA Homepage
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My progress
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What are we trying to achieve when we negotiate? It is a competitive world and everyone is under pressure. People are determined to press suppliers and customers for the best possible deals and vice versa. This module will help you to understand when you need to negotiate and the basic principles you should follow to be effective.

Find out more

Pick any question to get started.

In at the deep end

Jump in and have a go.

Step-by-step

Work through some ideas and situations.

Quiz

Take a quick quiz to see how much you know.

5. The learning is presented in an engaging and accessible way – the emphasis is on leaning forward and clicking rather than passively watching

The screenshot shows a web-based learning interface. At the top left is the TOPRA logo and the text 'THE ORGANISATION FOR PROFESSIONALS IN REGULATORY AFFAIRS'. A breadcrumb trail reads 'Negotiation skills > Understanding negotiation > Find out more'. The user's name 'Victoria Clarke' is in the top right. A left sidebar contains navigation options: 'Personal Profile', 'Learning Centre' (expanded), 'Understanding negotiation' (with a sub-menu: 'Techniques and strategies', 'Difficult situations', 'Planning to negotiate'), 'Resource Centre', 'Completion Certificate', 'TOPRA Homepage', 'Course Evaluation', 'My progress', and 'Toolkit'. The main content area is titled 'Who is involved in a negotiation?'. It includes a text box with a quote: 'You may connect the idea of negotiation with the world of selling. It's true; people who sell do negotiate, but actually negotiation extends to the rest of the health care environment and also outside of it. Think of your homelife: "If I make the dinner, will you do the washing up?"'. Below this is a paragraph: 'When you negotiate you are seeking a solution. Negotiation therefore requires a willingness to work with other people to reach a solution which, ideally, will suit everybody. Anyone can be involved in a negotiation. Let's look at some departments within an organisation and see how this might work.' A large image of an office building at night has several windows highlighted in yellow. A text box over the image says: 'A director is trying to get a new customer to sign a contract and they are discussing and trying to come to an agreement on the terms.' A 'CLOSE' button is at the bottom right of the image. A small inset image shows two people in a meeting.

6. Links are given to optional further information in the Resource Centre, so you can delve more deeply into a topic of particular interest

The screenshot displays the TOPRA Learning Centre interface. At the top left is the TOPRA logo and the text 'THE ORGANISATION FOR PROFESSIONALS IN REGULATORY AFFAIRS'. A breadcrumb trail reads 'Negotiation skills > Techniques and strategies > Find out more'. The user's name, 'Victoria Clarke', is in the top right. A left-hand navigation menu includes 'Personal Profile', 'Learning Centre' (with sub-items: 'Understanding negotiation', 'Techniques and strategies', 'Difficult situations', 'Planning to negotiate'), and 'Resource Centre'. Below the menu are buttons for 'Completion Certificate', 'TOPRA Homepage', 'Course Evaluation', and 'My progress Toolkit'. The 'published by nelsoncroom' logo is at the bottom left. The main content area is titled 'What negotiation styles are there?' and contains text explaining that negotiation styles depend on circumstances. It lists three styles: Red Negotiators, Blue Negotiators, and Purple Negotiators, each with a corresponding image. A section titled 'The win-win approach' is highlighted with a green circle and explains that it is the best approach for maintaining positive relationships.

THE ORGANISATION
FOR PROFESSIONALS IN
REGULATORY AFFAIRS

Negotiation skills > Techniques and strategies > Find out more

Victoria Clarke

Personal Profile

Learning Centre

- Understanding negotiation
- Techniques and strategies
- Difficult situations
- Planning to negotiate

Resource Centre

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What negotiation styles are there?

Different styles of negotiation are appropriate depending on circumstances. When you are dealing with someone you do not expect to deal with again, you do not need to maintain a good working relationship or retain their goodwill. Under these circumstances it may be appropriate to be a hard negotiator to get the best deal you can – but be careful, it's a small world and you may come across these people again!

Conversely, if you are a sales person trying to get a deal from a customer then you need to prepare in detail and use a variety of techniques to gain advantage and at the same time maintain an amicable relationship.

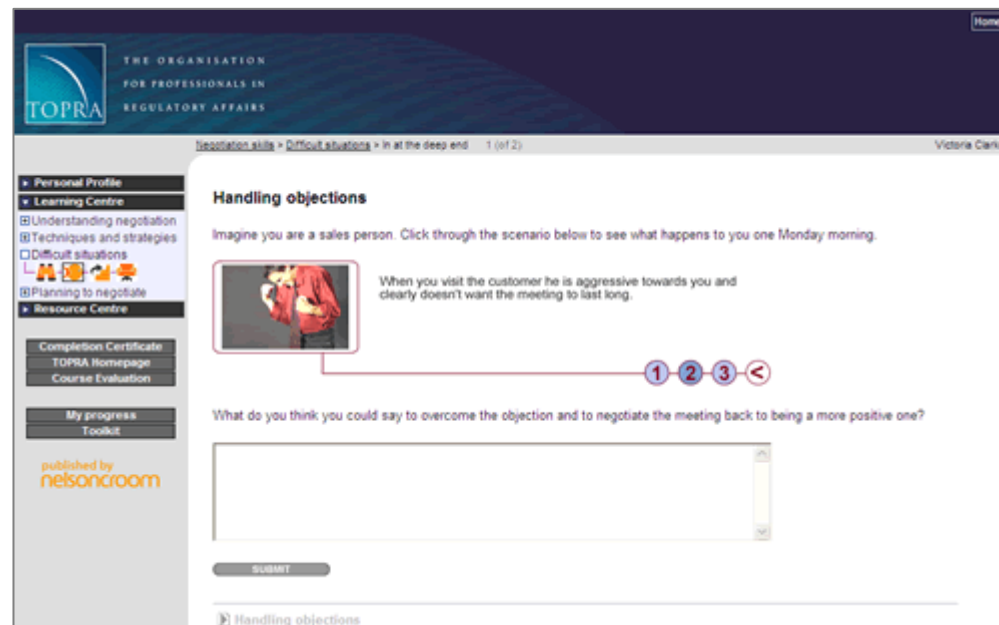
You should adapt your negotiation technique to suit the style that the other person adopts. There are three main negotiating styles. Click on each to find out more:

- RED NEGOTIATORS**
- BLUE NEGOTIATORS**
- PURPLE NEGOTIATORS**

The win-win approach

A win-win approach is one in which both parties involved in the negotiation feel positive about the situation and the agreement you have come to. This is the best approach to have as it helps to maintain a positive working relationship afterwards.

7. Activities might ask you to think about something and express an opinion ...



The screenshot shows a web page for a learning activity. At the top left is the TOPRA logo and the text 'THE ORGANISATION FOR PROFESSIONALS IN REGULATORY AFFAIRS'. A navigation breadcrumb shows 'Negotiation skills > Difficult situations > In at the deep end 1 (of 2)'. The user's name 'Victoria Clarke' is in the top right. A left sidebar contains a navigation menu with 'Personal Profile', 'Learning Centre' (expanded), 'Resource Centre', 'Completion Certificate', 'TOPRA Homepage', 'Course Evaluation', 'My progress', and 'Toolkit'. The 'Learning Centre' menu includes 'Understanding negotiation', 'Techniques and strategies', 'Difficult situations' (selected), and 'Planning to negotiate'. The main content area is titled 'Handling objections' and contains the text: 'Imagine you are a sales person. Click through the scenario below to see what happens to you one Monday morning.' Below this is a video player showing a person in a red shirt. To the right of the video is the text: 'When you visit the customer he is aggressive towards you and clearly doesn't want the meeting to last long.' A progress indicator shows three steps, with the third step selected. Below the video and text is a question: 'What do you think you could say to overcome the objection and to negotiate the meeting back to being a more positive one?'. A large text input field is provided for the answer, with a 'SUBMIT' button below it. At the bottom of the page, there is a breadcrumb: 'Handling objections'.

8. ... in return, you're given a model answer and the chance to see other people's answers

The screenshot shows a web page from TOPRA (The Organisation for Professionals in Regulatory Affairs). The page is titled "Negotiation skills > Difficult situations > In at the deep end - 1 (of 2) > Response" and is attributed to Victoria Clarke. The page content includes a navigation menu on the left with sections for Personal Profile, Learning Centre (with sub-items: Understanding negotiation, Techniques and strategies, Difficult situations, Planning to negotiate), and Resource Centre. Below the menu are links for Completion Certificate, TOPRA Homepage, Course Evaluation, and My progress Toolkit. The main content area features a paragraph of introductory text followed by a numbered list of seven steps for handling objections: 1. Empathy and mood management, 2. State the obvious, 3. Ask what the issues are, 4. List the issues, 5. Trial agreement, 6. Deal with each issue, and 7. Summarise the situation. Each step includes a brief description of the action to take.

THE ORGANISATION
FOR PROFESSIONALS IN
REGULATORY AFFAIRS

negotiation skills > Difficult situations > In at the deep end - 1 (of 2) > Response Victoria Clarke

Personal Profile

Learning Centre

- Understanding negotiation
- Techniques and strategies
- Difficult situations
- Planning to negotiate

Resource Centre

Completion Certificate
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Thank you. Remember that objections are not necessarily rejections! Stay calm and relaxed. Smile openly and acknowledge the objection. Maintain eye contact and take the time to listen to what is being said. Control any body language signals to ensure they are giving a positive message. Following the steps below should help you to handle objections effectively.

- 1. Empathy and mood management**
Change the tone of the meeting. Make it more relaxed and agree with the other person's right to object.
- 2. State the obvious**
Explain you have understood and that naturally they will want to think about some of the issues before committing. Seek their agreement with this.
- 3. Ask what the issues are**
Ask them what the issues are that need to be addressed.
- 4. List the issues**
Write up the issues and number them. Break down any complicated issues into smaller more manageable parts.
- 5. Trial agreement**
Confirm that you have a complete list and that if all of those issues were dealt with to their satisfaction then you would have reached agreement.
- 6. Deal with each issue**
Deal with each issue on the list and seek agreement from them that they are satisfied that it has been handled. Don't cross the issue out until they believe it has been dealt with properly.
- 7. Summarise the situation**
Confirm that the person is happy everything has been dealt with to their satisfaction and move on with the discussion.

9. Each module finishes with a quiz to test your learning

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negotiation skills > Techniques and strategies > Quiz 1 (of 5) Victoria Clarke

Personal Profile

Learning Centre

- Understanding negotiation
- Techniques and strategies
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Resource Centre

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What are the four key competencies that will help you with negotiations?

- Confidence
- Determination
- Attention to detail
- The ability to persuade
- Commercial knowledge
- Summarising and confirming understanding
- Listening
- Flexibility
- Hard-headedness

CHECK MY ANSWER

Top Printer-friendly Send your feedback

10. Once you have completed the course you can print off your completion certificate

