



## **Negotiation Skills for Insurance Professionals**

### **Workshop Objectives**

This workshop has been designed for anyone who has to negotiate insurance cover, whether with Underwriters, Brokers or Clients. The key to the success of the programme is the use of specifically developed Case studies, which reflect real working situations.

By the end of the seminar participants will be able to:

- Identify their preferred negotiating style and the implications of its use
- Understand the process and principles of Negotiating
- Plan for a negotiation using the given template
- Use variables as a means of effecting a 'win-win' outcome
- Include the key Negotiating skills in business simulation exercises

### **Course Format**

This course is based on a method called 'Principled Negotiation' and was developed on the 'Harvard Negotiation Project'. It is highly participative course and tutor-led group analysis will follow each activity and be reinforced with appropriate handouts.

### **Course Content**

#### **Session 1 Introduction and Seminar Overview**

#### **Session 2 Negotiating Skills**

- Questionnaire
- Syndicate exercise and review
- Understanding the context of Negotiations

The session will start with a well-tested syndicate exercise. This is conducted after the completion of a styles questionnaire enabling participants to see which preferred conflict resolution style they have, and how these styles impact on the outcome of negotiations.

#### **Session 3 Traditional Negotiating**

- Positioned negotiating
- Hard versus soft
- Win-win or win-lose
- The Rules of Negotiating

A review of the traditional strategies for negotiating and why they do not always work. Discussions will take place about current practices and how effective they are.

- Session 4      Planning the Negotiation**
- Objectives (high and low)
  - Variables
  - The two-way perspective
  - Considering the consequences
  - Asymmetric planning

This session will highlight the importance of preparation and planning. Research suggests that it is not the amount of planning that is important but where the focus of the planning is that makes the difference. Group exercises will occur covering existing situations.

**Session 5      Case Study No. 1**

- Session 6      Key Behaviours in Effective Negotiating**
- Huthwaite research
  - Key negotiating principles

This session will focus on what differentiates the skilled from average negotiators, especially the importance of Questioning Skills. Research from around the world will highlight current best practices.

**Session 7      Case Study No. 2**

**Session 8      Review and Close**

**Trainer        Chris Dix**

Chris Dix has over 35 years experience in the Insurance industry. In that time he has worked within insurers in wide range of fields including Property and Commercial Underwriting, Property Claims Management, Business Development and Sales Management. He has also spent a number of years in a Training and Development role, as well as performing a Project Management role in two mergers and acquisitions. He has been providing a wide range of training to the insurance industry over the last 8 years, designing and presenting many technical and “soft skills” training courses both in the UK and in the USA.

**Duration**      1 day

**Date**            4<sup>th</sup> August 2010

**Time**            9.30 am - 5.00 pm

**Venue**           IMC Training Rooms, 16 St Clare Street, London EC3N 1LQ

**Fee**              £225.00 +VAT (including refreshments and buffet lunch)

**Bookings**      To reserve a place on this course please contact Tony Gregory  
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