

Trading Strategies and Techniques

General objectives:

This course aims to provide participants with the knowledge, techniques and practices of negotiation that will allow the attainment of the objectives of any negotiator with greater efficiency.

Specific objectives:

At the end of the course the students were able to:

- Establish a priori the objectives of the negotiation;
- Carefully prepare the negotiation phases;
- Know the different profiles of negotiators;
- Master the techniques, tactics and strategies of a negotiation;
- Conduct a negotiation process;
- Master the closing of the negotiation process.

Target Audience:

This course is essential for all professionals who need to delve into the various strategies, techniques and practices involved in a negotiation to achieve good results in any trading situation, namely:

- Sales and Marketing Professionals;
- Purchasing and Supply Chain Professionals;
- Import and Export Professionals;
- CFOs and Account Managers;
- R.H Managers and Technicians;
- T.I's and S.I's professionals involved in projects;
- Consultants.

Hours:

18 Hours

Program content:

1. Negotiation as human behavior

- Negotiation as an integral communication process;
- Self-diagnosis of communication;
- What are the objectives of the negotiation;
- When to negotiate?

2. The negotiation process

- Preparation of the negotiation;
- Dynamics and phases of the negotiation;
- The profile of the successful negotiator.

3. Trading Policies

- Interpersonal negotiation processes;
- Trading strategies, tactics and techniques;
- How to conduct the negotiation?

4. The close of the negotiation process

- How to carry out the process closure;
- Concessions and agreements.

5. The Importance of Pre-Checklist

- Set goals before starting to negotiate;
- Configure and study the different situations throughout the negotiation;
- Maximum agreement;
- Secondary discussion;
- Possible rupture;
- Negotiation;
- Maximum breakage;

- Discover the 4 main trading strategies;
- Know the most common tricks and tactics in trading;
- Understand signals and react to them;
- Overcoming blocking and neutral situations;
- Propose new proposals and packages;
- Close at the right time: neither before nor after.

6. Practical application of trading techniques 6 steps 100% interactive

- The practical application of negotiation techniques will be structured so that all participants can apply all the concepts previously learned, applying them in simulated negotiations:
 - Step 1 - Presentation of the Simulations by the Trainer;
 - Step 2 - Definition of Trading Groups;
 - Step 3 - Execution of the exercises according to the guidelines and materials provided by the Trainer;
 - Step 4 - Evaluation of the results obtained in the execution of the exercises;
 - Step 5 - Self - assessment of the exercises performed by the assistants;
 - Step 6 - Self-criticism and suggestions for improvement.