



ONE-DAY WORKSHOP

TRADING, MARKETING AND NEGOTIATION WITHIN PUBLIC SERVICES

Overview

This module introduces delegates to the role of trading, entrepreneurship, and negotiation in a public service environment and some fundamental principles of marketing

The session will focus on:

- Why trade? Rationale for trading; rules and responsibilities; types of trading activity; impact of trading on services; risks
- Developing an understanding of the market. What services to offer; finding customers; how to go to market; using social media. Working with the internal Marketing service
- Costs and Pricing strategies - full cost recovery; direct and indirect costs; profitability; demand
- Bidding and Tendering
- Types of opportunity; Capacity; Collaboration; Terminations; Competition; Will we succeed? How and where to seek help
- Risk - balancing creativity and risk; types of risk
- Customer focus - Service Offer Design; Service Quality; Competitiveness
- Understanding what negotiation is, and is not, in the business world
- Knowing the difference between Negotiation, Persuasion and Influence and when to use each
- The different types of negotiation and choosing the right one
- Getting the fundamentals right, such as processes and variables, trading concessions and money matters
- Preparation
- Tools and techniques for a successful negotiation
- Getting the relationship right - building rapport and managing one's own behaviour

By the end of this training module delegates will:

- Have an understanding of the pre-requisites and priorities for an entrepreneurial approach to trading public services in order to generate income
- Possess the practical skills to enable Members to prepare for a negotiation, weighing up variables and anticipating challenges along the way
- Find the skills learnt will not only be useful when working outside the organisation but can also be applied to internal negotiation

Evaluation

There will be an evaluation exercise at the end of the day and a follow-up at six months to see how things are going.

Facilitator

David Leask, Consultant, NEREO.

Further Details

For further information, or to book an event, please contact Maureen O'Keefe on 0191 2495874 or email mokeefe@nereo.gov.uk