

# Negotiating and influencing with brokers and insureds

The basis for successful relationships has long been the result of negotiation rather than power. All staff need to be able to achieve their objectives by winning the support of their counterparties - internal and external - and collaborating effective outcomes to the long-term and sustainable benefit of both.

**Learning outcomes:** Acknowledge and manage the personal agendas that can jeopardise successful negotiation in your role • Build communication strategies that drive agreed outcomes in long term relationships between underwriter and insured • Negotiate with confidence and learn from negotiation experiences • Influence from interest rather than position • Specific challenges in hard and soft markets • Managing the balance between cost and return.

