



Management And Leadership

Strategic Negotiation and Influence

Course Introduction

This training course is a comprehensive five-days program designed for professionals. Participants will develop the essential skills and strategies required for effective negotiation and influencing within the dynamic and evolving work environment. Through interactive case studies, and practical exercises, participants will enhance their ability to navigate complex negotiations, build strategic relationships, and exert positive influence in diverse business scenarios.

Target Audience

- Sales and Business Development Professionals
- Contract Managers
- Procurement Specialists
- Team Leaders and Managers
- Entrepreneurs and Startups Founders
- Government and Public Sector Officials
- HR and Talent Acquisition Professionals

Learning Objectives

By the end of this course, participants will be able to:

- Interpret the principles of effective negotiation.
- Identify and analyze negotiation styles.
- Conduct thorough pre-negotiation planning.
- Develop strategies for setting and achieving negotiation goals.
- Enhance communication skills for effective negotiation.
- Identify the role of trust and rapport in negotiations.

- Develop influencing strategies.
- Utilize ethical persuasion techniques to achieve desired outcomes.

Course Outline

• 01 Day One

Foundations of Negotiation and Strategic Preparation

- **Introduction to Negotiation Skills**
 - Importance of negotiation in the energy trading industry.
 - Overview of negotiation styles and approaches.
- **Strategic Preparation for Negotiations**
 - Conducting pre-negotiation analysis.
 - Setting SMART negotiation goals.

• 02 Day Two

Foundations of Negotiation and Strategic Preparation

- **Communication and Active Listening**
 - Effective communication techniques in negotiations.
 - The role of active listening in understanding counterpart perspectives.
- **Workshop - Simulated Negotiation Exercise**
 - Participants engage in a negotiation simulation.
 - Debrief and analysis of negotiation strategies employed.

• 03 Day Three

Advanced Negotiation Techniques

- BATNA (Best Alternative to a Negotiated Agreement) and ZOPA (Zone of Possible Agreement)
- Managing power dynamics in negotiations
- Tactical concession-making and problem-solving

• 04 Day Four

Conflict Resolution and Difficult Negotiations

- Strategies for managing and de-escalating conflicts

- Handling high-pressure and emotionally charged negotiations
- Cross-cultural negotiation techniques

• 05 Day Five

Building Relationships and Advanced Influencing Strategies

- **Building and Leveraging Relationships**
 - Strategies for building and maintaining strategic relationships.
 - Case studies on relationship-building in a work environment.
- **Advanced Influencing Strategies**
 - Developing influencing strategies for complex negotiations.
 - Ethical persuasion techniques for positive outcomes.
 - The psychological aspects of influence and persuasion, applying insights to various workplace contexts.
 - Adaptive influencing techniques for cross-functional collaboration and consensus-building.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 7, 2025	April 11, 2025	5 days	4950.00 \$	England - London
April 27, 2025	May 1, 2025	5 days	4250.00 \$	KSA - Jeddah
Aug. 11, 2025	Aug. 15, 2025	5 days	4250.00 \$	UAE - Dubai
Oct. 5, 2025	Oct. 9, 2025	5 days	2150.00 \$	Virtual - Online
Nov. 24, 2025	Nov. 28, 2025	5 days	4250.00 \$	UAE - Dubai