



Management And Leadership

Negotiation Strategies for Success

Course Introduction

Negotiation is a skill that we use almost every day. Mastering negotiation for leaders and managers is an essential tool for business excellence; it is a necessity for achieving profits, success, and most importantly for being distinguished among competitors in a dynamic market that is characterized by continuous changes.

Through this training course will allow participants to identify the types of negotiations, the phases of negotiations, the skills needed for successfully negotiating, and how to use emotions and psychological tactics to big up the chance to reach win-win solutions, where all parties feel the outcome is fair.

Target Audience

- Senior Managers & Executives
- Professionals involved in strategic decision-making
- Negotiators (suppliers, customers, regulators, colleagues, employees)
- Business Leaders & Entrepreneurs
- Professionals seeking mastery in negotiation and strategic implementation

Learning Objectives

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

- Gain a comprehensive understanding of the importance of negotiation strategies and techniques in the business environment.
- Identify different negotiation types and the characteristics of a successful negotiator
- Discover their own negotiation style.

- Identify effective negotiation strategies and apply different techniques to prepare, negotiate & close negotiations
- Interpret & use different emotions states properly during negotiations
- Identify some tools to handle psychological negotiation tactics.
- Deal with different types of difficult negotiators during different situations

Course Outline

• 01 Day One

The Art of Negotiation

- Importance of a successful negotiation
- Negotiation types
- Why negotiations fail
- The confident negotiator characteristics
- How to handle conflicts in negotiations?
- Negotiation VS persuasion
- What's your negotiation Style
- Harvard Negotiation Principles

Negotiation Strategies

- Effective planning for any negotiation
- What outcome should you aim for?
- Negotiation analysis
- Different negotiation strategies
- Taking the upper hand in negotiations
- Steps in win-win negotiation
- The keys to collaborative bargaining in partnering
- Ethics in negotiation

• 02 Day Two

Developing a Strategic Approach to Negotiation

- A Strategic Approach to Negotiation - Distributive negotiation strategies
- BATNA, Zone of Possible Agreement
- Openings, Anchors, Offers and Counter Offers

- A Strategic Approach to Negotiation - Integrative Negotiation Strategies
- Sharing Information, Diagnostic Questions & Unbundling Issues
- Package Deals, Multiple Offers and Post-settlement Settlements
- Knowing and Maintaining your Sources of Negotiation Power
- Sales Negotiation Behavior – A Practical Approach

• 03 Day Three

Negotiation Technique Toolbox

- Getting to Know the Other Side
 - The Importance of Body Language and Non-verbal Behaviour
 - What is Body Language and how do we accurately read it?
 - Understanding Thoughts from Body Language
 - How to use your own Body Language to negotiate more effectively?
- Using Power in Negotiations
- Introduction to Psychological Tools; Mythical Fixed Pie Assumption
 - Anchoring
 - Overconfidence
 - Framing
 - Availability
 - Escalation
 - Reciprocation, Contrast Principle, and Big Picture Perspective
- Some psychological negotiations tactics
- Communication Style and the Negotiation Process

Confirmed Sessions

| FROM | TO | DURATION | FEES | LOCATION |
|----------------|----------------|----------|------------|----------------------|
| April 14, 2025 | April 16, 2025 | 3 days | 3950.00 \$ | England - London |
| May 26, 2025 | May 28, 2025 | 3 days | 3250.00 \$ | UAE - Dubai |
| July 6, 2025 | July 8, 2025 | 3 days | 3250.00 \$ | Morocco - Casablanca |
| Nov. 10, 2025 | Nov. 12, 2025 | 3 days | 3950.00 \$ | Ireland - Galway |

