



Sales, Marketing and Customer Service

## **Advanced Negotiation Skills for Business Development and Partnerships**

## Course Introduction

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This training course is specifically designed for managers in business development and partnerships, focusing on enhancing negotiation skills and competencies in creative and media analysis. Participants will learn to leverage negotiation strategies to foster successful partnerships and drive business growth.

## Target Audience

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- Managers in Business Development
- Partnership Managers
- Team Leaders in Marketing and Media
- Professionals involved in strategic negotiations

## Learning Objectives

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**At the end of the training course, participants will be able to**

- Understand the negotiation process and its application in business development.
- Develop effective negotiation strategies tailored to creative and media contexts.
- Analyze and leverage market data to inform negotiation tactics.
- Enhance their ability to influence and build strong partnerships.
- Gain confidence in negotiating outcomes that align with organizational goals.

# Course Outline

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## • 01 Day One

### **Introduction to Negotiation in Business Development**

- Understanding the Importance of Negotiation in Partnerships
- Key Elements of the Negotiation Process
- Establishing a Positive Negotiation Environment
- Crafting Proposals: Clarity and Strategic Focus
- The Psychology of Negotiation in Creative Contexts

## • 02 Day Two

### **Analyzing Behavioral Styles and Communication**

- Identifying Your Behavioral Style and Its Impact on Negotiation
- Negotiation Style Assessment for Effective Partnerships
- Adapting Communication Styles to Different Stakeholders
- Ethical Considerations in Negotiations
- Building Rapport and Trust in Negotiation Settings

## • 03 Day Three

### **Strategic Negotiation Approaches**

- Developing a Strategic Mindset for Negotiation
- Understanding Distributive vs. Integrative Negotiation Strategies
- Crafting Your Opening and Anchoring Offers
- Using Data and Insights for Effective Negotiation
- Practical Application of Sales Negotiation Techniques

## • 04 Day Four

### **Media Analysis and Its Role in Negotiation**

- Understanding Market Trends and Data Analysis
- Identifying Opportunities in Creative Media Negotiations
- Analyzing Competitor Strategies and Market Positioning
- Using Media Analysis to Inform Negotiation Tactics
- Case Studies of Successful Media Partnerships

## • 05 Day Five

Cross-Cultural Negotiations and Practical Application

- Navigating Cultural Differences in Negotiations
- Strategies for Successful Cross-Cultural Partnerships
- Role Play: Simulating Negotiations with Diverse Stakeholders
- Putting Negotiation Techniques into Practice
- Summary Session and Q&A

Confirmed Sessions

| FROM           | TO             | DURATION | FEES       | LOCATION         |
|----------------|----------------|----------|------------|------------------|
| July 4, 2025   | July 8, 2025   | 5 days   | 4950.00 \$ | England - London |
| May 19, 2025   | May 23, 2025   | 5 days   | 4250.00 \$ | UAE - Dubai      |
| July 6, 2025   | July 10, 2025  | 5 days   | 2150.00 \$ | Virtual - Online |
| Sept. 14, 2025 | Sept. 18, 2025 | 5 days   | 4250.00 \$ | KSA - Riyadh     |
| Sept. 22, 2025 | Sept. 26, 2025 | 5 days   | 4250.00 \$ | UAE - Abu Dhabi  |
| Dec. 15, 2025  | Dec. 19, 2025  | 5 days   | 4250.00 \$ | UAE - Abu Dhabi  |