



SM040: Win-Win Negotiation Skills

Training Description:

The process of negotiation is no longer reserved for select occasions when trying to bargain the best price with suppliers or a pay rise with upper management. Due to the increasingly connected and complicated modern international business environment, negotiation is now a more regular part of our lives, whether we know it or not.

By developing your skills as a trained negotiator, you will see improvements far outside the normal cost benefits in trade negotiations. You will start to develop better professional relationships, improve your emotional intelligence, and develop a greater understanding of the corporate world which you are a part of.

Have you ever found yourself feeling out of your depth in a high-level negotiation environment? How many times have you walked away from a client meeting feeling that you could have obtained a more successful outcome? There could be multiple situations in your professional life that you might not immediately have assumed to be a negotiation, but within which you would have drastically benefited by having improved negotiation skills.

This intensive training course will help you better understand exactly what negotiating means in the current corporate environment, how it can impact and improve your business relationships and will change the way you look at negotiating as a whole. By helping you develop a structured approach to negotiations and better understand the dynamics of each unique negotiating situation, you will be able to enter all negotiations in a stronger position and emerge with a more positive outcome.

Training Objectives:

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

- ✓ Identify and understand the different types of negotiation techniques
- ✓ Recognise common negotiating techniques when they are being used against you
- ✓ Enter into any negotiation environment feeling confident and prepared
- ✓ Have a deeper understanding of the behavioural and personality-driven factors
- ✓ Identify techniques for conflict resolution and diffuse tension or hostility
- ✓ Encourage your peers and team members with techniques for improving their negotiation skills
- ✓ Distinguish between hard and soft styles of negotiating and understand when these are being used
- ✓ Build greater rapport with others and develop stronger professional relationships

Training Designed for:

This course is intended for Executives and Senior Executives involved in high-level negotiations, Sales teams and Sales Executives, Managers, Supervisors and anyone involved in employee relations, Senior employees looking for professional development, Professionals looking to improve their negotiation and networking skills and Entrepreneurs and Founders seeking investment, building a customer base or growing their businesses.

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

This training course is available upon request in English or Arabic, virtual online live or face to face public/inhouse. Content, location and duration can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

FIVE DAYS:

- ❖ **Module One: Introduction to Negotiation Skills**
 - What is the negotiation and why it is important?
 - When it is acceptable to negotiate
 - Potential benefits of successful negotiation skills
 - Consequences of poor negotiation skills
 - Negotiating within a modern business environment
- ❖ **Module Two: Understanding Negotiating Strategies**
 - Outline of the most common negotiating strategies
 - Identifying distributive and integrative tactics
 - Analysing when and how these tactics are used
 - Difference between soft and hard negotiating skills
 - Understanding principled negotiation tactics
 - Identifying potential outcomes based on these strategies
 - Cultural implications of negotiation strategies
- ❖ **Module Three: Negotiating Behaviour and Personality Types**
 - Understanding differing behaviours
 - How to adapt your behaviour to suit the negotiation
 - Possible outcomes and conflicts of each behaviour type
 - Understanding personality types and how they influence negotiations
 - How to identify and negotiate with each personality type
 - Key behaviours of a skilled negotiator
 - Understanding body language and non-verbal cues
- ❖ **Module Four: The Negotiation Stage**
 - Learning the four key stages of any negotiation – Prepare, Debate, Bargain, Close
 - Planning your negotiation effectively
 - Preparing yourself for a productive debate
 - Bargaining skills to achieve your desired outcome
 - Maximising the negotiation experience
 - Identifying and adjusting the power balance
 - The seven elements of a great negotiation
- ❖ **Module Five: Negotiation Success**
 - How to achieve a successful close
 - Identify the key stages of a successful negotiation
 - The importance of a win-win scenario
 - Closing out the negotiation process positively and productively
 - Working in cooperation to ensure productive outcomes
 - Establishing and developing a continued professional relationship

❖ Module Six: Other Negotiation Outcomes

- Identify key final stages of an unsuccessful negotiation
- Exploring other potential outcomes (BATNA)
- Knowing when to walk away
- Understanding opponent behaviours at the closing stage
- Key next steps in case of BATNA
- Re-evaluating and reprioritising goals

❖ Module Seven: Dealing with Difficult Negotiations

- How to identify a difficult negotiator
- Avoid key negotiation mistakes
- Identify bullying, threatening or intimidating behaviours
- Effectively adjust your style to suit the situation
- Assertiveness vs aggressiveness and how to tell the difference
- Use of emotional intelligence (EQ) skills

❖ Module Eight: Strategic Negotiating for the Future

- Developing your strategic plan for negotiating
- Utilising your learning to prepare for different negotiation styles
- Group work and role-play to test out different outcomes
- Defining the importance of EQ and conflict resolution
- Avoiding negative negotiation experiences
- Key stages of preparation and strategic negotiation planning

❖ Course Conclusion

❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

As per the course location- This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 15:00	Last Session

For training registrations or in-house enquiries, please contact:

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