



SM077: The Certified Negotiator Negotiation Skills

Training Description:

Negotiators tend to concede too much and focus on price and not enough on exchanging services other than price. The training course focuses on these problems and the practical skills and techniques necessary to achieve win/win agreements. Participants will learn to identify, select and execute various tactics and to respond to adversarial tactics.

It is an engaging workshop that equips negotiators and sales professionals to find and prove the value of their offering and resolve difficult negotiating challenges in a collaborative manner. The training course will also provide the participants with a set of tools to handle the most demanding negotiation like a master. By working on a carefully chosen array of cases participants will learn how to enhance their analytical skills and build their intuition, both of which are prerequisites for successful negotiations.

Training Objectives:

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

- ✓ Assess their own negotiating strengths and weaknesses and those of the other side to optimize negotiation outcomes
- ✓ Identify areas of weakness in understanding to prepare a good negotiation plan
- ✓ Master the process of sales negotiation to achieve long-lasting and mutually profitable agreements on timely-basis
- ✓ Use a variety of skills necessary to conduct successful negotiations
- ✓ Apply the concessions management process with minimum loss while preserving good relationship with the counter party

Training Designed for:

This course is intended for Marketing and sales professionals, corporate executives, advertising managers, business development managers, sales personnel, purchasers, and others who are involved in commercial and negotiation activities at all levels of the organization.

Target Competencies:

- Handling rejection
- Gaining commitment
- Negotiation tactics
- Negotiation planning
- Concession management
- Problem solving

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.”

Contents 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:

DAY ONE:

- ❖ What Negotiation Is Really All About

- The many faces of a negotiation
- Some negotiation philosophies
- The urge for being a good negotiator
- Persuasion versus negotiation
- Self-assessment: The "Negotiating Style Profile"

DAY TWO:

❖ **Setting the Stage: Pre-negotiation Preparation**

- Understanding your own personal strengths and weaknesses
- Developing your emotional intelligence
- Characteristics of a good negotiator
- The five stages of the negotiation process
- Barriers to effective negotiation
- Team negotiation: when to use a team
- Exercise: How to negotiate effectively (work template)

DAY THREE:

❖ **Mastering commercial negotiation**

- Selling versus negotiating
- The 7 milestones of the sales process
- Identifying the different buyer's roles
- The "Buyer's Decision Process"
- Strategies for the phases of the buyer's decision process
 - Strategies for the "Recognition of Needs" phase
 - Strategies for the "Evaluation of Options" phase
 - Strategies for the "Resolution of Concerns" phase
- The SPIN selling model
 - Situation questions
 - Problem/Opportunity questions
 - Implication questions
 - Need-payoff questions
- Simulation game: the "war room"

DAY FOUR:

❖ **Negotiation Tools for Success**

- Creativity and problem-solving techniques
 - The importance of creativity in negotiation
 - Creativity tools
 - Creativity: self-assessment instrument
- Decision making techniques
- Communication skills:
 - Active listening skills
 - The outcomes of asking questions
 - The art of asking questions
- Conflict management styles
- Workshop: Breaking the negotiation impasse using creativity

DAY FIVE:

- ❖ **Concession Management, Tactics and counter-measures**
 - Different levels of negotiation rules
 - Preparing "The Envelope of Negotiation"
 - Mastering the "Rule of Halves"
 - Setting a concession-making timeline
 - Sorting negotiable issues and creating alternatives
 - The most common negotiating mistakes
 - Advanced negotiation tactics
 - Simulation game: one-to-one negotiation using a grade point average
- ❖ Course Conclusion
- ❖ POST TEST 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:

TBA 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 - 14:00	Last Session

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

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