

ADVANCED NEGOTIATION SKILLS

“Mastering High-Stakes Negotiation Strategies to Achieve Win-Win Outcomes with Confidence and Control”

Schedule

Date	Venue	Fees (Face-to-Face)
22 - 23 Jan 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate
05 - 06 Feb 2026	Dubai, UAE	USD 1995 per delegate
05 - 06 Aug 2026	Dubai, UAE	USD 1995 per delegate
17 - 18 Aug 2026	Doha, Qatar	USD 1995 per delegate
25 - 26 Jun 2026	Dubai, UAE	USD 1995 per delegate
01 - 02 Oct 2026	Dubai, UAE	USD 1995 per delegate

► Available delivery methods: Face-to-Face & Online Training, In-House Training

Introduction

Quality Control Circles (QCC) or Innovative & Creative Circles (ICC) are small group activities that empower Negotiation is not just a skill—it's a strategic asset. Whether negotiating multimillion-dollar deals, resolving internal conflicts, or leading cross-functional initiatives, today's leaders must be equipped to handle complex, high-pressure negotiation environments with clarity and confidence. This intensive 2-day training course takes participants beyond basic negotiation tactics into the psychology, planning, and structured execution of advanced negotiations. Participants will learn how to uncover interests, influence decisions, overcome deadlocks, and create value on both sides of the table. Through case simulations, scenario analysis, and peer feedback, this course builds real-world mastery in negotiation.

Objectives

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

- Apply advanced negotiation strategies and frameworks
- Conduct thorough negotiation planning and stakeholder analysis
- Recognize negotiation styles and adjust their approach dynamically
- Manage high-stakes discussions with confidence and clarity
- Navigate complex negotiations involving multiple parties or issues
- Turn adversarial situations into collaborative problem-solving opportunities

Why Attend

- Learn powerful tools for influence and persuasion
- Improve your outcomes without damaging relationships
- Handle difficult conversations and pushback with confidence
- Gain a competitive edge in procurement, sales, leadership, or consulting roles
- Practice techniques in real-time with feedback from seasoned facilitators

Target Audience

This program is designed for:

- Executives and senior managers
- Procurement and commercial professionals
- Business development and sales leads
- Legal and contract negotiators
- Project managers and internal change leaders

Individual Benefits

Key competencies that will be developed include:

- Strategic negotiation planning
- Tactical execution under pressure
- Interest-based bargaining and creative deal-making
- Cross-cultural and multi-party negotiation
- Influence, persuasion, and communication control

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved deal outcomes with stronger long-term relationships
- Increased margin, value, and savings across business deals
- Reduced conflict and deadlock in internal negotiations
- Better preparation and professionalism in complex discussions
- More consistent negotiation success across functions and teams

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Instructor-led briefings and negotiation theory
- Interactive case studies and real-world examples
- Role plays and simulation drills
- Structured planning templates and toolkits
- Peer-to-peer learning and instructor feedback

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations and Strategy of Advanced Negotiation

- **Module 1: The Strategic Role of Negotiation (07:30 - 09:30)**
 - Moving beyond win-lose: value creation vs. value claiming
 - Distributive vs. integrative negotiation
 - The BATNA concept and Zone of Possible Agreement (ZOPA)
- **Module 2: Preparing for High-Stakes Negotiations (09:45 - 11:15)**
 - Stakeholder mapping and power dynamics
 - Goal setting, issue prioritization, and red lines
 - Researching and managing variables before negotiation
- **Module 3: Negotiation Styles, Biases, and Personality (11:30 - 01:00)**
 - Identifying your default negotiation style
 - Managing emotional triggers and cognitive biases
 - Adapting approach based on the counterpart's behavior
- **Module 4: Simulation - Interest Discovery and Agenda Mapping (02:00 - 03:30)**
 - Role play scenario to uncover hidden interests and agenda control

Day 2: Influence, Tactics, and Complex Situations

- **Module 5: Influence, Persuasion, and Framing (07:30 - 09:30)**
 - Framing language, anchoring, and narrative control
 - Creating leverage and using silence
 - Tactical empathy and trust-building
- **Module 6: Managing Conflict and Breaking Deadlocks (09:45 - 11:15)**
 - Handling aggressive tactics and positional opponents
 - Concession planning and timing
 - Defusing tension and rebuilding stalled talks
- **Module 7: Multi-Party and Cross-Cultural Negotiations (11:30 - 01:00)**
 - Strategies for multi-issue, multi-party negotiations
 - Cultural dimensions in negotiation (Hofstede, Hall, etc.)
 - Facilitating consensus and decision-making
- **Module 8: Final Simulation - Negotiation Roundtable & Debrief (02:00 - 03:30)**
 - Participants negotiate complex deals in teams
 - Group feedback, scoring, and personal action planning

Certification

Participants will receive a **Certificate of Completion in Advanced Negotiation Skills**, recognizing their ability to plan, lead, and close strategic negotiations with professionalism and impact.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p>In-House / Customized Training</p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p>+601116373203</p>	<p>EMAIL:</p> <p>info@mawaevents.net</p>
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