

NEGOTIATING FOR RESULTS

"Build winning negotiation strategies to achieve better outcomes and stronger agreements."

Schedule

Date	Venue	Fees (Online)
01 Jul 2026	Online	USD 450 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Effective negotiation is a critical skill in today's fast-paced and competitive business world. This 1-day online course equips participants with the tools and strategies to negotiate confidently and achieve optimal outcomes.

Through a combination of theory, practice, and real-world examples, participants will learn how to prepare for negotiations, understand the interests of all parties, and apply persuasive techniques to reach win-win agreements.

Objectives

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

- Understand the key principles and stages of successful negotiation.
- Analyze negotiation dynamics and identify interests and priorities.
- Apply effective tactics and strategies to influence outcomes.
- Overcome common negotiation challenges and barriers.
- Build stronger, lasting agreements that benefit all parties

Why Attend

- Develop confidence and skill in handling negotiations of all kinds.
- Learn to balance assertiveness and collaboration for win-win results.
- Gain tools to better prepare, strategize, and adapt in negotiations.
- Enhance communication, persuasion, and influence techniques.
- Improve both individual and organizational negotiation outcomes.

Target Audience

This program is designed for:

- Managers and team leaders responsible for negotiating with clients, vendors, or stakeholders.
- Sales and procurement professionals engaged in deal-making and contract negotiations.
- Project managers handling resource, scope, or timeline negotiations.
- Anyone seeking to strengthen their negotiation capabilities.

Individual Benefits

Key competencies that will be developed include:

- Mastery of negotiation frameworks and approaches.
- Enhanced preparation and planning for negotiation scenarios.
- Improved ability to handle objections and reach consensus.
- Stronger persuasive communication and influence skills.
- Increased confidence in driving favorable negotiation outcomes

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved business outcomes through better deals and agreements.
- Enhanced relationships with partners, suppliers, and clients.
- Reduced negotiation-related conflicts and misunderstandings.
- Stronger internal collaboration across negotiating teams.
- Greater competitive advantage through skilled negotiation practices.

Instructional Methodology

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

- Strategy Briefings - Overview of negotiation principles, styles, and best practices.
- Case Studies - Real-world negotiation examples and lessons learned.
- Workshops - Role-playing exercises to practice negotiation techniques.
- Peer Exchange - Group discussions on negotiation challenges and solutions.
- Tools - Checklists, planning templates, and negotiation preparation guides.

Course Outline

Training Hours: 9:00 AM – 4:00 PM **Format:** 3 Learning Modules | Breaks: 11:00 & 2:00

Day 1: Negotiating for Results

- Module 1: Foundations of Negotiation (09:00 – 11:00)
 - Understanding negotiation principles and stages.
 - Identifying goals, interests, and priorities.
 - Preparing effectively for negotiations.
- Module 2: Strategies, Tactics, and Communication (11:15 – 1:15)
 - Applying negotiation strategies and tactics.
 - Communicating persuasively and managing objections.
 - Overcoming negotiation challenges and building rapport.
- Module 3: Practical Application and Action Planning (2:00 – 4:00)
 - Role-playing negotiation scenarios and receiving feedback.
 - Refining personal negotiation style and approach.
 - Creating an action plan for future negotiations.

Certification

Participants will receive a Certificate of Completion in Negotiating for Results, certifying their mastery of negotiation strategies and techniques to drive successful agreements.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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