

THE PROFESSIONAL NEGOTIATOR

“Mastering the Art and Science of Strategic Negotiation”

Schedule

| Date | Venue | Fees (Face-to-Face) |
|------------------|-------------|-----------------------|
| 12 - 16 Oct 2026 | London - UK | USD 3495 per delegate |

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

Introduction

Negotiation is a core skill in leadership, procurement, sales, legal affairs, and conflict resolution. Whether finalizing a multimillion-dollar deal, handling vendor disputes, or influencing internal stakeholders, effective negotiators are strategic thinkers who balance assertiveness with collaboration. They prepare thoroughly, read cues intelligently, and drive outcomes that create long-term value.

This intensive 5-day course is designed to equip professionals with world-class negotiation strategies and tools. Participants will learn how to prepare for, structure, conduct, and close negotiations with confidence—whether across the table or across cultures. Through simulations, role-plays, and real-world case studies, they will refine both their mindset and techniques for lasting results.

Objectives

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

- Understand key negotiation styles, tactics, and psychological principles
- Plan, structure, and lead negotiations effectively in various contexts
- Identify and manage power dynamics, interests, and hidden agendas
- Communicate persuasively and respond confidently to difficult tactics
- Reach sustainable agreements that protect value and relationships

Why Attend

- Strengthen your ability to influence, persuade, and resolve conflicts
- Adapt your style to competitive, collaborative, or cross-cultural settings
- Overcome impasses and deadlocks with creative problem-solving
- Gain practical tools to improve outcomes in high-stakes negotiations
- Build trust and long-term value in every negotiation you enter

Target Audience

This program is designed for:

- Executives, Managers, and Team Leaders
- Sales and Business Development Professionals
- Procurement, Legal, and Contract Officers
- Project Managers and Government Negotiators
- Anyone involved in commercial, operational, or stakeholder negotiations

Individual Benefits

Key competencies that will be developed include:

- Negotiation strategy development and planning
- Effective questioning, listening, and framing
- BATNA, ZOPA, anchoring, and concession management
- Cross-cultural negotiation skills and ethical positioning
- Resilience, emotional control, and adaptive communication

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved negotiation outcomes across contracts, sales, and partnerships
- Reduced risks, disputes, and concessions in business dealings
- Stronger supplier, client, and stakeholder relationships
- Faster and more effective deal closure cycles
- Better alignment between negotiation strategy and business goals

Instructional Methodology

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

- Strategy Briefings - Models, tactics, and frameworks from Harvard, Stanford, and INSEAD
- Case Studies - Real-world negotiations from business, law, and diplomacy
- Workshops - Planning sheets, persuasion practice, and mock negotiations
- Peer Exchange - Group debriefs, feedback sessions, and style analysis
- Tools - Negotiation prep templates, stakeholder maps, and scoring systems

Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Negotiation Strategy

- Module 1: The Psychology of Negotiation (07:30 – 09:30) • Types of negotiations and human behavior in influence • Interest vs position-based negotiation • Core concepts: BATNA, ZOPA, reservation price
- Module 2: Planning and Structuring a Negotiation (09:45 – 11:15) • Preparation frameworks and strategic positioning • Objectives, priorities, and alternatives
- Module 3: Workshop – Stakeholder Mapping and Scenario Setup (11:30 – 01:00) • Identifying key interests and deal dynamics
- Module 4: Mock Negotiation 1: Internal Budget Discussion (02:00 – 03:30) • Facilitated simulation with peer feedback

Day 2: Communication Tactics and Persuasion

- Module 5: Listening, Framing, and Influencing (07:30 – 09:30) • Tactical empathy and active listening • Framing messages to shape perception
- Module 6: Body Language and Non-Verbal Cues (09:45 – 11:15) • Reading signals and managing your physical presence
- Module 7: Language of Influence – Words That Work (11:30 – 01:00) • Persuasion phrases, anchors, and mirroring
- Module 8: Workshop – Building Persuasive Arguments (02:00 – 03:30) • Using logic, emotion, and authority for impact

Day 3: Managing Difficult Negotiations and Deadlocks

- Module 9: High-Tension and Multi-Party Negotiations (07:30 – 09:30) • Conflict resolution and interest-based bargaining • Coalition building and power balancing
- Module 10: Handling Objections and Manipulative Tactics (09:45 – 11:15) • Common tactics (good cop/bad cop, false deadlines, silence) • Counterstrategies and maintaining composure
- Module 11: Workshop – Deadlock Breakout Challenge (11:30 – 01:00) • Breakthrough methods in a multi-issue negotiation
- Module 12: Mock Negotiation 2: Contract Dispute (02:00 – 03:30) • Role-play and debrief

Day 4: Culture, Ethics, and Long-Term Value

- Module 13: Cross-Cultural Negotiation (07:30 – 09:30) • Understanding values, time orientation, and decision processes • Global negotiation case comparisons
- Module 14: Ethical Negotiation and Trust Building (09:45 – 11:15) • Honesty, fairness, and transparency boundaries • Building trust in adversarial settings
- Module 15: Workshop – Negotiating Across Cultures (11:30 – 01:00) • Interactive scenario with cultural overlays
- Module 16: Peer Coaching and Feedback Sessions (02:00 – 03:30) • Strengths assessment and personalized tips

Day 5: Mastery and Final Simulation

- Module 17: Review of Advanced Tactics (07:30 – 09:30) • Tiered concession strategies • Multi-phase negotiations and follow-up
- Module 18: Final Team Negotiation – Strategic Deal Simulation (09:45 – 01:00) • Complex team-based negotiation with layered interests
- Module 19: Reflection and Action Planning (02:00 – 03:30) • Personal development goals and negotiation playbook

Certification

Participants will receive a Certificate of Completion in The Professional Negotiator, validating their expertise in strategic negotiation, stakeholder influence, and agreement crafting across varied professional contexts.

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