MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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ILM ENDORSED WIN - WIN NEGOTIATION SKILLS

"Master Negotiation Techniques to Achieve Mutually Beneficial Outcomes."

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Negotiation is a critical skill in today's business environment, where collaboration and mutually beneficial agreements drive success. This ILM-endorsed Win-Win Negotiation Skills course equips participants with the tools, strategies, and confidence to negotiate effectively while maintaining strong professional relationships.

Participants will learn how to prepare, communicate, and execute negotiations that satisfy all parties involved. Through interactive exercises, role-plays, and real-life case studies, attendees will develop the ability to influence outcomes, resolve conflicts, and achieve agreements that benefit both the organization and its stakeholders.

Objectives

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

- Understand the principles and strategies of win-win negotiation.
- Prepare effectively for negotiations using structured approaches.
- Identify interests, needs, and priorities of all parties.
- Communicate persuasively and build rapport with negotiation partners.
- Manage conflicts and overcome objections constructively.
- Apply problem-solving and creative thinking to reach mutually beneficial agreements.
- Maintain professionalism and ethical standards during negotiations.
- Evaluate negotiation outcomes and continuously improve negotiation skills.

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Why Attend

Successful negotiation is key to achieving organizational goals and maintaining strong business relationships. This course provides participants with actionable techniques and hands-on practice to negotiate confidently, resolve conflicts, and create value for all parties. Whether negotiating with clients, colleagues, or suppliers, participants will leave equipped to achieve win-win outcomes consistently.

Target Audience

This course is suitable for:

- Managers, Team Leaders, and Supervisors
- Sales, Marketing, and Business Development Professionals
- Procurement and Vendor Management Professionals
- Project Managers and Coordinators
- HR and OD Professionals involved in organizational negotiations
- Professionals seeking to enhance influence and negotiation skills

Individual Benefits

- Develop confidence and skill in negotiating effectively.
- Learn strategies to achieve mutually beneficial outcomes.
- Improve communication, persuasion, and problem-solving abilities.
- Enhance ability to manage conflicts and objections constructively.
- Build stronger professional relationships through ethical negotiation practices.
- Increase personal effectiveness and credibility in negotiation situations.
- Gain practical tools to handle negotiations across different scenarios.

Organizational Benefits

- Enhance business outcomes through effective negotiation strategies.
- Strengthen client, supplier, and stakeholder relationships.
- Reduce conflicts and increase collaboration across teams.
- Promote a culture of ethical, transparent, and mutually beneficial agreements.
- Improve contract, project, and resource management outcomes.
- Build negotiation competencies across the organization for long-term advantage.

Instructional Methodology

The training employs an interactive and experiential approach through:

- Role-playing and simulation exercises for real-world negotiations
- Case studies highlighting successful negotiation practices
- Group discussions and collaborative problem-solving activities
- Workshops on preparation, communication, and influence techniques
- Self-assessment and reflection exercises
- Facilitator-led guidance with continuous feedback and Q&A sessions

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Course Outline

Module 1: Introduction to Win-Win Negotiation Principles

Module 2: Preparation and Planning for Negotiation Success

Module 3: Understanding Interests, Needs, and Priorities

Module 4: Effective Communication and Persuasion Techniques

Module 5: Building Rapport and Trust in Negotiations

Module 6: Managing Objections and Handling Difficult Situations

Module 7: Problem-Solving and Creative Negotiation Strategies

Module 8: Conflict Resolution and Ethical Considerations

Module 9: Evaluating Negotiation Outcomes and Continuous Improvement

Module 10: Capstone Activity – Conducting a Practical Win-Win Negotiation

Certification

Upon successful completion, participants will receive an ILM-Endorsed Certificate in Win-Win Negotiation Skills, recognizing their ability to negotiate effectively, influence outcomes, and achieve mutually beneficial agreements.

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.

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

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