MAWA EVENTS

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

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ADVANCED NEGOTIATION – (LEVEL 3 – ADVANCED)

"Master Strategic Negotiation Techniques to Influence, Persuade, and Secure Optimal Outcomes."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Negotiation is both an art and a science — requiring strategy, emotional intelligence, and tactical awareness. In high-stakes business, legal, or project environments, advanced negotiation skills can determine the success or failure of deals, partnerships, and outcomes. The Advanced Negotiation (Level 3 – Advanced) course is designed for experienced professionals who already possess foundational negotiation skills and seek to elevate their capabilities to a strategic level.

This course dives into advanced negotiation frameworks, complex deal structures, cross-cultural dynamics, and conflict resolution strategies. Participants will learn to analyze counterpart behavior, manage multi-party negotiations, and apply ethical influence techniques to achieve win-win outcomes. Through simulations, case studies, and real-world negotiation scenarios, this program builds the confidence and strategic thinking required to negotiate effectively in any context.

Objectives

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

- Understand advanced principles and psychology of negotiation.
- Develop strategic negotiation plans aligned with business objectives.
- Manage complex, multi-stakeholder and high-value negotiations.
- Apply influence, persuasion, and communication strategies effectively.
- Handle impasses, conflicts, and difficult negotiators with professionalism.
- Conduct negotiations across cultures and international settings.
- Use analytical tools to assess BATNA, reservation points, and value creation.
- Implement post-negotiation evaluation and continuous improvement practices.

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Why Attend

This course is essential for professionals who engage in complex or high-impact negotiations where stakes, relationships, and reputations matter. It enables participants to move beyond basic tactics to strategic negotiation mastery — understanding human behavior, managing emotions, and using data-driven techniques for superior results. The training provides real-world frameworks used by successful leaders, diplomats, and negotiators across industries.

Target Audience

This course is suitable for:

- Senior Executives and Managers
- Contract and Procurement Professionals
- Sales and Business Development Leaders
- Legal and Commercial Negotiators
- Project Managers and Consultants
- HR and Industrial Relations Specialists
- Anyone involved in strategic, cross-functional, or international negotiations

Individual Benefits

- Develop confidence in managing complex negotiation situations.
- Learn advanced influence and persuasion techniques.
- Improve decision-making, communication, and conflict management skills.
- Build stronger, more sustainable business relationships.
- Gain the ability to structure mutually beneficial agreements.
- Enhance your professional presence and leadership impact in negotiations.

Organizational Benefits

- Strengthen the organization’s negotiation performance and outcomes.
- Achieve better value, cost savings, and risk mitigation in agreements.
- Improve internal collaboration and external stakeholder relations.
- Foster a culture of strategic thinking and ethical negotiation.
- Reduce conflicts and enhance long-term partnerships.
- Equip teams with advanced tools for complex deal-making.

Instructional Methodology

This course emphasizes experiential learning through:

- Interactive negotiation simulations and role-plays
- Real-world case studies and scenario-based exercises
- Group discussions and debriefing sessions
- Analysis of negotiation psychology and behavioral patterns
- Instructor-led frameworks and feedback-based improvement
- Self-assessment tools and reflection exercises

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Course Outline

Module 1: Strategic Overview of Advanced Negotiation Principles

Module 2: Understanding Negotiation Psychology and Emotional Intelligence

Module 3: Planning and Structuring High-Stakes Negotiations

Module 4: Influence, Persuasion, and Power Dynamics

Module 5: Managing Conflicts, Impasses, and Difficult Counterparts

Module 6: Cross-Cultural and International Negotiation Strategies

Module 7: Multi-Party and Team-Based Negotiations

Module 8: Data-Driven and Analytical Approaches to Value Creation

Module 9: Ethics, Trust, and Long-Term Relationship Management

Module 10: Capstone Simulation – Complex Multi-Party Negotiation Exercise

Certification

Upon successful completion, participants will receive a Certificate in Advanced Negotiation (Level 3 – Advanced), recognizing their expertise in applying advanced negotiation strategies, analytical tools, and behavioral insights to achieve optimal and sustainable outcomes.

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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