

ADVANCED NEGOTIATION SKILLS

“Master Strategic Negotiation Techniques to Achieve Win-Win Outcomes and Drive Business Success.”

Schedule

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

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

Introduction

Negotiation is a critical skill in business and professional life, enabling individuals to reach favorable agreements, resolve conflicts, and build strong partnerships. Advanced negotiation requires more than persuasion—it involves strategy, preparation, and emotional intelligence.

The Advanced Negotiation Skills course equips participants with practical tools and frameworks to plan, execute, and close negotiations effectively. Through interactive exercises and real-world case studies, participants will learn techniques to influence outcomes, handle objections, and achieve mutually beneficial agreements.

Objectives

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

- Understand the principles and psychology of negotiation.
- Identify negotiation styles and adapt strategies to different situations.
- Prepare and plan for successful negotiations, including setting objectives and priorities.
- Apply advanced communication and persuasion techniques in negotiation.
- Handle objections, conflicts, and difficult counterparts effectively.
- Negotiate for win-win outcomes that satisfy both parties.
- Utilize negotiation frameworks, tactics, and tools to maximize results.
- Evaluate negotiation performance and apply continuous improvement strategies.

Why Attend

This course is essential for professionals, managers, and sales executives who need to negotiate effectively with clients, vendors, partners, or colleagues. Participants will gain actionable skills to secure favorable agreements, enhance relationships, and drive business growth.

Target Audience

This course is suitable for:

- Sales Executives and Account Managers
- Procurement and Contract Professionals
- Business Development Managers
- Project Managers and Team Leaders
- Negotiators and Conflict Resolution Specialists
- Professionals involved in high-stakes decision-making and partnerships

Individual Benefits

- Gain confidence and mastery in negotiation situations.
- Learn to plan and execute strategic negotiations.
- Improve communication, persuasion, and influence skills.
- Enhance ability to handle objections and resolve conflicts professionally.
- Increase career value and professional credibility.
- Develop techniques to achieve win-win outcomes consistently.

Organizational Benefits

- Improve contract outcomes, cost savings, and revenue generation.
- Strengthen vendor, client, and partner relationships.
- Foster a culture of collaborative problem-solving and negotiation.
- Reduce conflicts and enhance organizational efficiency.
- Increase overall business performance through better negotiation practices.
- Build in-house expertise for strategic negotiation and decision-making.

Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on negotiation principles, strategies, and psychology
- Real-world case studies and role-playing exercises
- Workshops on planning, communication, and objection handling
- Group exercises to practice negotiation tactics and win-win solutions
- Assignments focused on strategy development, execution, and evaluation
- Continuous feedback, coaching, and Q&A sessions to reinforce learning

Course Outline

- Module 1: Fundamentals of Negotiation – Principles and Psychology
- Module 2: Negotiation Styles and Adaptation Strategies
- Module 3: Preparing and Planning for Successful Negotiations
- Module 4: Communication, Persuasion, and Influence Techniques
- Module 5: Handling Objections and Difficult Negotiators
- Module 6: Conflict Resolution and Win-Win Negotiation Approaches
- Module 7: Advanced Tactics and Negotiation Frameworks
- Module 8: Cross-Cultural and International Negotiation Considerations
- Module 9: Evaluating and Improving Negotiation Performance
- Module 10: Capstone Exercise – Simulation of Strategic Negotiation Scenarios

Certification

Upon successful completion, participants will receive a Certificate in Advanced Negotiation Skills, validating their expertise in planning, executing, and closing negotiations effectively to achieve favorable 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?

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