

## PROFESSIONAL CERTIFICATE IN NEGOTIATION SKILLS

*"Master the Art of Persuasion, Influence, and Win-Win Negotiation"*

### Schedule

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

► **Available delivery methods:** In-House Training

### Introduction

Negotiation is a vital skill for achieving successful outcomes in business and personal interactions. The Professional Certificate in Negotiation Skills course equips participants with proven strategies and practical techniques to negotiate effectively, confidently, and ethically in a variety of professional settings.

Through hands-on exercises, real-world scenarios, and interactive simulations, participants learn how to plan, conduct, and close negotiations that build lasting relationships and deliver mutually beneficial results.

### Objectives

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

- Understand key principles and stages of successful negotiation.
- Identify different negotiation styles and adapt to various situations.
- Develop strategies for achieving win-win outcomes.
- Strengthen communication, persuasion, and influencing skills.
- Handle objections, conflicts, and difficult negotiators effectively.
- Build confidence in high-stakes or cross-cultural negotiations.

## Why Attend

This course empowers professionals to become confident negotiators capable of achieving desired outcomes while maintaining positive relationships. It provides practical frameworks applicable in sales, procurement, leadership, and everyday business interactions.

## Target Audience

- Managers, team leaders, and executives
- Sales and marketing professionals
- Procurement and contract specialists
- Project managers and consultants
- Anyone involved in negotiation or business communication

## Individual Benefits

- Gain confidence in handling complex negotiation scenarios.
- Improve communication and persuasion skills.
- Learn to manage conflict and reach mutually beneficial agreements.
- Strengthen decision-making and problem-solving abilities.
- Enhance professional credibility and influence.

## Organizational Benefits

- Improve business outcomes through effective deal-making.
- Reduce conflict and enhance collaboration with clients and partners.
- Build a culture of strategic and ethical negotiation.
- Increase profitability and long-term business relationships.
- Enhance organizational reputation and trust.

## Instructional Methodology

- Interactive role-plays and negotiation simulations
- Case studies and scenario analysis
- Group discussions and reflection exercises
- Instructor-led demonstrations and coaching
- Personalized feedback on negotiation style and performance

## Course Outline

- Module 1: The Fundamentals of Negotiation
- Module 2: Understanding Interests, Power, and Objectives
- Module 3: Planning and Strategy for Effective Negotiation
- Module 4: Communication and Persuasion Techniques
- Module 5: Handling Conflict and Difficult Negotiators
- Module 6: Win-Win Strategies and Relationship Building
- Module 7: Cross-Cultural and Virtual Negotiations
- Module 8: Ethical Decision-Making in Negotiation
- Module 9: Closing the Deal and Ensuring Follow-Up
- Module 10: Final Simulation and Performance Review

## Certification

Upon successful completion, participants will receive a Professional Certificate in Negotiation Skills, recognizing their ability to negotiate with confidence, integrity, and strategic effectiveness in any business environment.

## 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:

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