

EFFECTIVE NEGOTIATIONS & COMMUNICATION SKILLS

"Master the Art of Persuasive Communication and Successful Negotiation Strategies"

Schedule

Date	Venue	Duration	Fees (Face-to-Face)
19 - 21 Apr 2026	Riyadh, KSA	3 Days	USD 2495 per delegate

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

Introduction

Effective negotiation and communication skills are critical for building strong professional relationships, achieving mutually beneficial outcomes, and enhancing organizational performance. Successful negotiators combine strategic thinking with clear, persuasive communication.

This intensive 3-day training equips participants with practical techniques for negotiation and communication in diverse business environments. Through interactive exercises, role-plays, and case studies, participants will learn to influence, persuade, and communicate effectively while maintaining positive relationships.

Objectives

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

- Understand the principles and psychology of negotiation
- Develop effective communication strategies for business success
- Apply techniques to influence, persuade, and resolve conflicts
- Identify negotiation styles and adapt strategies accordingly
- Build win-win outcomes and long-term business relationships
- Manage difficult conversations with confidence and professionalism
- Enhance active listening, questioning, and presentation skills

Why Attend

- Master negotiation techniques to achieve better business outcomes
- Improve interpersonal and professional communication skills
- Learn to influence and persuade effectively in diverse situations
- Handle conflicts and challenging conversations with confidence
- Apply practical strategies through hands-on exercises and role-plays
- Enhance professional credibility and relationship management

Target Audience

This program is designed for:

- Managers, team leaders, and executives
- Sales, business development, and procurement professionals
- HR professionals and project managers
- Professionals involved in negotiations, stakeholder engagement, or client relations
- Individuals seeking to improve communication and negotiation effectiveness

Individual Benefits

Key competencies that will be developed include:

- Negotiation planning, strategy, and execution skills
- Effective communication, persuasion, and influence techniques
- Conflict resolution and problem-solving abilities
- Active listening, questioning, and presentation skills
- Adaptability in communication style for different audiences
- Confidence in managing challenging discussions and negotiations

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved negotiation outcomes and stronger business agreements
- Enhanced internal and external communication within teams and stakeholders
- Reduced conflict and more effective collaboration
- Better stakeholder engagement and relationship management
- Increased organizational effectiveness and professional credibility
- Enhanced ability to achieve strategic objectives through communication

Instructional Methodology

The course follows a practical, interactive approach combining theory with exercises:

- Strategy Briefings - Principles of negotiation, communication strategies, and persuasion
- Case Studies - Real-world examples of negotiation and conflict resolution
- Workshops - Hands-on exercises, role-plays, and negotiation simulations
- Peer Exchange - Group discussions on challenges and best practices
- Tools - Templates, checklists, and frameworks for negotiation planning and communication

Course Outline

Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch: 01:00 – 02:00

Day 1: Foundations of Negotiation and Communication

- Principles of negotiation and effective communication
- Understanding negotiation psychology and styles
- Workshop: Self-assessment and negotiation planning

Day 2: Strategies and Techniques for Successful Negotiation

- Negotiation strategies and tactics for win-win outcomes
- Active listening, questioning, and persuasive communication
- Workshop: Role-play exercises and negotiation simulations

Day 3: Managing Conflicts and Advanced Communication Skills

- Conflict resolution and handling challenging situations
- Building long-term relationships through effective communication
- Workshop: Case studies, scenario analysis, and action planning
- Tips for continuous improvement in negotiation and communication

Certification

Participants will receive a Certificate of Completion in Effective Negotiations & Communication Skills, validating their competence in negotiation strategies, communication techniques, and conflict management for professional success.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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Interested in running this course for your team?

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