



Negotiation Skills, Influence and Persuasion

9 - 13 Aug 2020
UAE (Dubai)





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Ref.: HR1148_79687 **Date:** 9 - 13 Aug 2020 **Location:** UAE (Dubai) - **Fees:** 2500 Euro

Introduction:

We all operate in an increasingly complex commercial and professional environment that requires us to negotiate daily not only with customers, clients, suppliers, and contractors, but also with managers, fellow employees and colleagues within our organization.

This course designed to explain the negotiation process in detail and demonstrate how to use it effectively, giving delegates the negotiation skills and strategies they need to succeed in today's challenging commercial environment.

Targeted Groups:

- Managers
- Team Leaders
- Administrators
- All Professionals Among All Departments and Managerial Levels

Course Objectives:

At the end of this course the participants will be able to:

- Have a deep understanding of the key analysis of the negotiation process and how to influence others to get more of what you need and want
- Have developed a range of highly effective negotiating skills and strategies that can be used in a range of situation
- Analyze, plan and prepare for every negotiation
- Understand the benefits of controlling and reading body language when influencing others
- Become a more effective and confident negotiator
- Enhance an essential operational, management and leadership skill that will increase your performance daily
- Improve their effectiveness in negotiations by understanding key negotiation strategies and how to apply them in practice
- Understand how to make the most of your natural negotiation style
- Develop the skills to influence people more effectively and to control the negotiation table
- Gain the essential tools and knowledge to plan and manage a range of negotiation scenarios
- Enhance their ability to add value through the negotiation process
- Understand different behaviors and attitudes related to different cultures and how to turn them in their favor



Targeted Competencies:

- Negotiating and Influencing others
- Planning and preparing for negotiations
- Rapport building
- Building trust
- Building consensus and cooperation

Course Content:

Unit 1: Introduction to Negotiation - The Starting Point for Improvement:

- Thinking outside the box
- Positivity & Negativity and its affect on negotiation
- Acquiring a positive attitude to the negotiation process
- Proposal format - simple, focused & logical
- Placing yourself above the competition with your proposal
- The psychology the negotiation - Knowing your opponents driving force
- The feel-good factor
- Questioning & listening techniques

Unit 2: Understanding Behavioural Style to Negotiate Better:

- Knowing and understanding your behavioral style - keys to how you negotiate
- Negotiation Style Assessment
- Approaches to negotiation
- The 'win-win' and why it is misunderstood
- The two distinct approaches to negotiation
- Communication style and the negotiation process
- Adapting to different communication styles
- Negotiation and ethics

Unit 3: Developing a Strategic Approach to Negotiation:

- A strategic approach to negotiation - Distributive negotiation strategies
- BATNA, Zone of Possible Agreement
- Openings, anchors, offers and counteroffers
- A strategic approach to negotiation - Integrative negotiation strategies
- Sharing information, diagnostic questions & unbundling issues
- Package deals, multiple offers and post-settlement settlements
- Knowing and maintaining your sources of negotiation power
- Sales negotiation behavior - a practical approach



Unit 4: Interests, Planning and Understanding Body Language:

- Wants and needs - the importance of identifying needs
- Emotional intelligence and its role in the negotiation
- The importance of body language and non-verbal behavior
- What is body language and how do we accurately read it?
- Understanding thoughts from body language
- How to use your own body language to negotiate more effectively
- Resolving disputes - learning to mediate to create better deals
- Techniques of the mediator - practical mediation skills to help resolve disputes

Unit 5: Negotiating with Different Nationalities and Cultures:

- Face to face negotiation - dealing with different cultures
- British & American
- Japanese & Chinese
- French & German
- Advice for cross-cultural negotiators
- International team negotiation exercise
- Putting negotiation techniques into practice - putting a deal together



**Registration form on the :
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Complete & Mail or fax to Mercury Training Center at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):

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Position:

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Telephone / Mobile:

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Personal E-Mail:

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Official E-Mail:

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Company Information

Company Name:

.....

Address:

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City / Country:

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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):

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