

## Mastering Negotiation

*Kuala Lumpur (Malaysia)*

*13 - 17 January 2025*

UK Training

# PARTNER



## Mastering Negotiation

Code: PS28 From: 13 - 17 January 2025 City: Kuala Lumpur (Malaysia) Fees: 3900 Pound

### Introduction

Negotiation is a critical skill in both personal and professional life. Whether you're bargaining for a better deal, resolving conflicts, or making important decisions, effective negotiation can lead to favorable outcomes. This course, "Mastering Negotiation," is designed to provide participants with a comprehensive understanding of negotiation principles and strategies. Participants will learn to negotiate confidently, build mutually beneficial agreements, and navigate complex negotiation scenarios. Through a combination of theory, practical exercises, and case studies, this course will empower participants to become skilled negotiators.

### Objectives

- Introduce participants to the fundamental concepts and importance of negotiation.
- Provide a comprehensive understanding of negotiation styles and tactics.
- Equip participants with practical negotiation skills, including communication and persuasion techniques.
- Teach participants how to prepare effectively for negotiations and assess their own and their counterparts' positions.
- Foster the ability to negotiate in various contexts, from business deals to interpersonal relationships.
- Prepare participants to handle complex negotiation challenges with confidence.

### Course Outline

#### Day 1

##### Introduction to Negotiation

- Understanding the Role and Significance of Negotiation
- The Psychological Aspects of Negotiation
- Common Myths and Misconceptions about Negotiation

#### Day 2

##### Negotiation Styles and Strategies

- Different Negotiation Styles Competitive, Collaborative, etc.
- Choosing the Right Strategy for Each Situation
- Building Trust in Negotiations

#### Day 3

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### Effective Communication in Negotiation

- The Art of Active Listening
- Verbal and Non-verbal Communication Techniques
- Framing and Reframing in Negotiations

### Day 4

#### Persuasion and Influence in Negotiation

- The Principles of Persuasion Reciprocity, Scarcity, etc.
- Techniques for Overcoming Resistance
- Ethical Considerations in Persuasion

### Day 5

#### Negotiation Preparation and Planning

- Setting Clear Objectives and Goals
- Assessing Your BATNA Best Alternative to a Negotiated Agreement
- Analyzing the Other Party's Interests and Positions

### Day 6

#### The Negotiation Process

- Opening Statements and Positioning
- The Art of Give and Take
- Managing Deadlocks and Impasses

### Day 7

#### Negotiating in Business and Professional Settings

- Contract Negotiation and Deal Making
- Salary and Compensation Negotiations
- Negotiating with Suppliers and Partners

### Day 8

#### Conflict Resolution and Difficult Conversations

- Techniques for Resolving Conflicts through Negotiation
- Handling Emotional and High-Stakes Negotiations
- Navigating Difficult Conversations with Tact

### Day 9

#### Multi-party and Cross-cultural Negotiations

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- Strategies for Complex Negotiation Scenarios
- Understanding Cultural Differences in Negotiation
- Building Alliances and Coalitions

## Day 10

### Final Negotiation Exercises and Review

- Participants engage in real-world negotiation scenarios.
- Analysis and debrief of negotiation exercises.
- Course review, Q&A, and certification.

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