ICTD
المركز العالمي للتدريب والتطوير
International Centre For Training & Development



THE CERTIFIED
Negotiator

Course Introduction:

This course is an interactive experience to help negotiators elevate their game. The course examines all types of negotiation formats and methods so that today's negotiators can play the game to win. A full spectrum of tips, tools, techniques and advantages will be provided so that negotiators can provide effective results for their client.

Course Objectives:

By the end of the program, participants will be able to:

- Effectively prepare and manage their negotiations.
- Master the concessions management process with minimum loss while preserving good relationship with the counter party.
- Assess their own negotiating strengths and weaknesses and those of the other side.
- Use a range of negotiating tactics and master the rule of halves.
- Achieve long-lasting and mutually profitable agreements on timely-basis.
- Organize and manage team negotiation.

Who Should Attend?

Marketing and sales professionals, corporate executives, advertising managers, business development managers, sales personnel, and others who are involved in commercial activities at all levels of the organization.

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Course Outline:

What Negotiation Is Really All About

- The Many Faces of a Negotiation
- Some Negotiation Philosophies
- Historical Retrospectives on Negotiation
- The Reasons Behind the Urge for Being a Good Negotiator as a Business Entrepreneur
- Persuasion versus Negotiation
- The Stages of Persuasion
- When to Move from Persuasion to Negotiation

Setting the Stage and the Face-To-Face

- Establish Good Rapport with the Other Party
- Recognize the Attributes of a Top Notch Negotiator

- Coping with Tension
- Mapping Out your Action Plan
- Pulling your Bargaining Levers
- The Importance of Style
- Recognizing the Importance of Verbal and Non-Verbal Cues
- Getting Ready to Negotiate (BATNA, MLATNA, WATNA)
- The Negotiation Planning Format

Sales and Commercial Negotiation at Work

- Changing the Value Equation
- Identifying "Soft" and "Hard" Differentiators
- Establishing the Relative Importance of Differentiators
- Influencing Decision Criteria
- Vulnerability Analysis and Strategies to Counter Vulnerability
- Basic Negotiation Tactics
- Mastering the Art of Questioning during the Interface

The Critical Rules of Negotiation

- Different Levels of Negotiation Rules
- The Importance of Preparing "The Envelope of Negotiation"
- How to Prepare "The Envelope of Negotiation"
- Mastering the "Rule of Halves" during the Negotiation Process

Concession Management

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- Concessions versus Compromises
- Setting a Concession-making Timeline
- Defining and Sorting Negotiable Issues and Creating Alternatives
- Developing Contingencies
- Measuring your Negotiation Relative Outcomes Using a Grade Point Average
- The Most Common Negotiating Mistakes

Team Negotiation

- Team Leadership
- Advantages and Disadvantages of Team Negotiation
- Choosing your Negotiating Team
- Managing the Negotiating Team

Course Certificate:

International Center for Training & Development (**ICTD**) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session