



Protocol & Etiquette  
Academic Centre of Excellency  
Middle East

## Negotiation Skills Course

### Objectives of the Training

After completion of this course, participants will:

- Understand the different Negotiation techniques
- Be able to negotiate effectively in their day-to-day operations
- Be able to reach win-win situations with their counterparts

### Target Audience

This course is targeted for

- Chief Executive and Officers
- Functional Managers
- Project Managers
- Sales Managers
- Engineers
- Information Technology Managers
- Process Owners
- Production Managers
- Service Delivery Managers

### Duration of the Training

- It is a five days training program from 9:00 a.m. till 3:00 p.m.

### Methodology

- Group exercise
- Brain storming sessions
- Case studies

### *This course is applicable to the following sectors*

Government, Real State Development, Aerospace, Defense, Engineering and Construction, Manufacturing and Industrial, Oil and Gas\Petrochemical, Power and Water Utility Plants, Education and Training, Retail, Financial Services, Information Technology, **Telecommunication**, Automotive, Media Production, E-Business Enablers, Marketing and Sales, Pharmaceuticals, Environmental Management, Hospitality Management, Shipbuilding and Repair Yards

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## **Outline of the Training**

### **A. The Fundamentals**

- A.1. What Is A Win-Win Situation?
- A.2. The Customer-Supplier Relationship

### **B. Creating A Healthy Environment For Negotiation**

- B.1 Setting the Scene
- B.2 Appealing To Your Customer

### **C. Organizational Behavior And Negotiation**

- C.1. Sources Of Power In Negotiation
- C.2. The Four Social Styles

### **D. What To Do While Negotiating**

- D.1. When Your Customer Says "No" - Dealing With Rejection
- D.2. When To Close And When Not To
- D.3. Verbal And Non-Verbal Agreement Signals
- D.4. Roles During A Negotiation
- D.5. Do's And Taboos Of Negotiation

### **E. Putting Negotiation To Work:**

- E.1. Negotiation as Part Of Problem Solving
- E.2. Role Play: Negotiation Scenarios

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