



أكاديمية الزمالة  
العربية البريطانية



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Arab British Academy Fellowship  
A.B.A.F





# persuasion, influence and negotiation strategies

## Objectives

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- Provide a set of concepts that help the person to re-establish certain situations to express his personality and mental state. At the same time knowing the circumstances and circumstances of the other party.
- How to show a person certain expressions in parts of his body to give an impression of himself in others, especially if this person in the face of difficult words can escape from his tongue.
- Touch the truth or lie in the statements of the other party through the movements that emanate from the parts of his body.
- Explain the forms of honest smiles and yellow smiles so that the person is fully aware of the psychology of the other party.
- How to deal with difficult characters.
- Save positions when the other party loses interest in what you say as well as the signs of the desire of the other party to buy what we offer.
- Recognize or exaggerate what one says and deal with the changes that occur at the moment during negotiations.
- How to understand the body language of men and women.
- Provide a range of intensive exercises that can be tested to read body language and discover different signals.

## Who Should Attend?

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- Team leaders and supervisors
- Directors and Heads of Departments
- Executives
- Employees of the administrative sector
- Secretary and office supervisors
- Team leaders and professionals

## Seminar Outline

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### DAY 1

- What is the importance of communication.
- Communication in Human Relations.
- The 20 contraventions in your contacts with others
- Body language is one of the cornerstones of successful communication



## DAY 2

- The importance of body language
- Body language and general use.
- Errors.
- Limits when standing.
- Body language in combined movements
- Ensure the connotations of body language.
- Who has the greatest ability to understand body language ... man or woman

## DAY 3

- The concept and nature of the examination.
- Comparison of examination and scrutiny.
- Examination purposes.
- Who checks the budgets and final accounts.
- Types of checks.
- Steps to check budgets and final accounts.
- The most important elements of the analysis involved in the examination of balances and final accounts.
- Various practical situations.
- Why reading others is critical.
- What are the four gaps to know and discover others.
- What are the ten qualities of the skilled reader?
- What are the fourteen attributes of personality

## DAY 4

- Negotiation Basics.
- Crisis in negotiation.
- Collective negotiations.
- Your face guide your personality?
- Eye-talking
- Types of ear, cheek, chin, neck are indicative.
- How to use body language to make trade negotiations a success.



## DAY 5

- How to avoid revealing my fake smile.
- Is the method of entering the meeting affecting the course of the meeting.
- How to be a positive handshake.
- Bad habits to avoid in meeting.
- What it means Scratching or rubbing the back of the head.
- Eye «Tnam»
- What should I do and do not do for two phones?) Eye Contact
- Are body signs a way to succeed in a personal interview?
- What harmful movements or signs in the interview?



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