



أكاديمية الزمالة العربية البريطانية
Arab British Academy Fellowship
A.B.A.F





Win-Win Negotiation Skills



Why Attend

Negotiation is part of our daily lives. Every day we negotiate with customers, suppliers, co-workers, business associates and family members. Negotiation is a method by which people settle differences. It is, to put it simply, the process of trying to get what you want from another person. Too often, business negotiations are limited to a battle over price. While price is of course important, this single-mindedness limits the total value that the parties could benefit from in a partnership.

In this negotiation training course, you will gain insight into the habits of good negotiators as you build your own skills. Through a series of group exercises, you will be able to learn and practice proven negotiation tactics, refine your personal negotiating style, and improve your ability to negotiate successfully and effectively in any situation.

Course Methodology

In this course, participants are exposed to a mixture of interactive and cooperative learning techniques such as lectures and presentations, interactive exercises, games, group activities and role plays.

Course Objectives

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

- Compare and contrast between the integrative and the distributive types of negotiations
- Evaluate and assess the soft, hard and principled styles in negotiation
- Identify and assess personality styles in negotiation
- Distinguish between the four phases of negotiation
- Examine and apply the different negotiating tactics
- Discover the best approach to resolving conflict and building trust
- Plan and conduct effective negotiations as part of a negotiating team

Target Audience



This course is designed for executives, managers, professionals, salespeople, entrepreneurs, customer service representatives, and anyone who wishes to enhance their negotiation skills and make negotiations a more enjoyable, rewarding and effective part of their job.

Target Competencies

- Influencing others
- Rapport building
- Trust building

- Building consensus and cooperation
- Verbal and non-verbal communication
- Conflict management



- **Being Introduction to basic negotiation skills**
 - Definition of 'negotiation'
 - Common negotiation forms and features
 - What can you negotiate and whom can you negotiate with
 - Two types of negotiations
 - Integrative versus distributive
 - Rational model for decision making
 - Choosing the most appropriate negotiation strategy

- **Negotiation and personality styles**
 - Characteristics of an effective negotiator
 - Negotiation style profile
 - Intuitive/Normative/Analytical/Factual (INAF)
 - Dominance/Influence/Steadiness/Conscientiousness (DiSC)
 - Administration and determination of own style
 - Behavioral style summary



- **Essentials of negotiation**
 - The four phases of negotiation
 - Plan, debate, propose and close
 - Negotiation checklist: dos and don'ts
 - Elements of Best Alternative to a Negotiated Agreement (BATNA)
 - Choosing when to walk away (BATNA)
 - How to concede: dos and don'ts
 - What is your preferred concession style
 - Concession styles from around the world
- **Negotiation planning, preparing, and power**
 - Negotiation planning
 - The main pillars of negotiation wisdom
 - Interest and options
 - Alternatives and legitimacy
 - Communication, commitment and relationships
 - Assessing the source of negotiating power
 - Definitions and sources of power
 - Altering the balance of power
 - Overcoming your limitations
 - Defending and challenging a firm offer
- **Negotiation strategies and tactics**
 - Thirteen basic negotiation strategies and tactics
 - Brief description of each tactic
 - 10 negotiation mistakes to avoid
 - Dealing with difficult negotiators
 - What can you do about it?
 - Trust building
 - Ranking and discussing the 10 trust building behaviors in negotiations
- **Preparing and conducting individual and team negotiations**
 - Practical role plays
 - Feedback, comments and discussions



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