



Consulting and Training | Reach New Heights

Course Name

The Certified Master Negotiator

Sector Name

Interpersonal Skills and Self Development

Document Type

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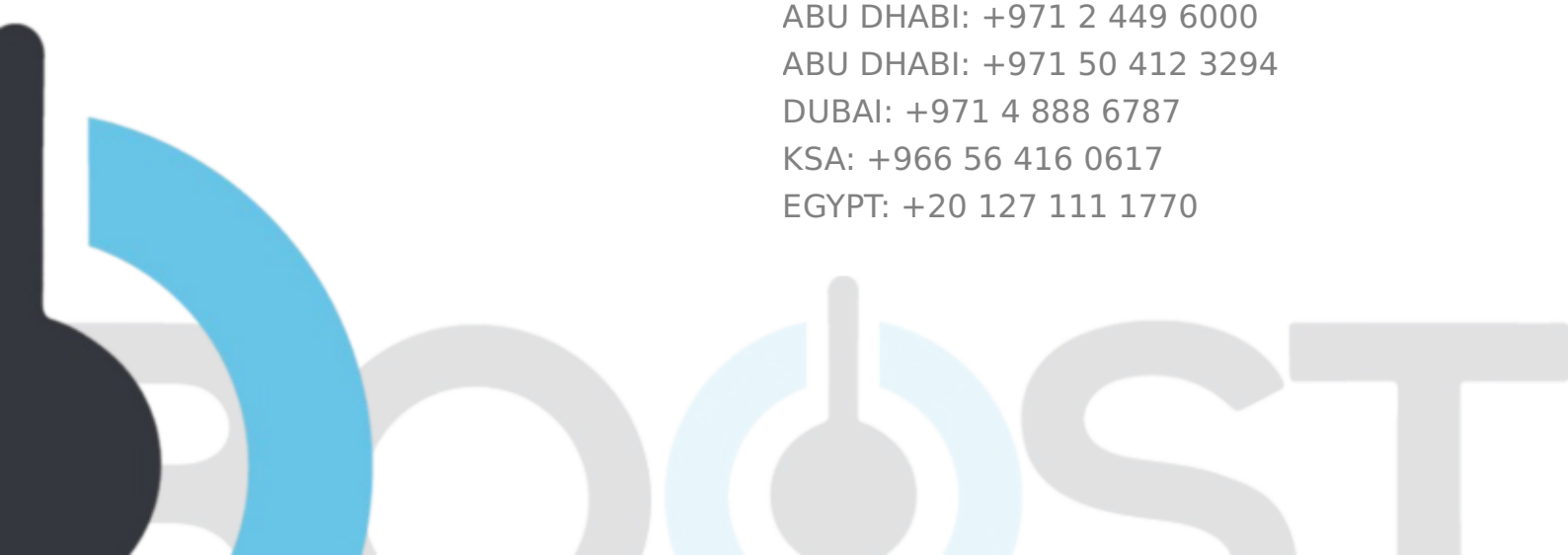
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The Certified Master Negotiator

Course Introduction

The Certified Master Negotiator Training Course is designed for professionals who want to develop advanced negotiation skills and achieve successful outcomes in complex business environments. Effective negotiation is a critical skill in leadership, sales, procurement, and conflict resolution, helping individuals reach mutually beneficial agreements.

This course focuses on key areas such as strategic negotiation, persuasion techniques, conflict resolution, and deal making, enabling participants to handle negotiations with confidence and professionalism. Learners will explore different negotiation styles, communication strategies, and psychological techniques that influence decision-making and outcomes.

Participants will also gain practical experience in stakeholder management, bargaining strategies, and win-win negotiation approaches, which are essential for building long-term business relationships. The training emphasizes real-world scenarios to help professionals manage high-pressure negotiations and achieve favorable results.

In addition, the course covers advanced communication skills, emotional intelligence, and negotiation planning, ensuring participants can prepare effectively and respond strategically during negotiations. These competencies are essential for improving performance in competitive business environments.

This program is ideal for managers, sales professionals, procurement specialists, business leaders, and entrepreneurs who want to enhance their negotiation capabilities and drive better business results

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Target Audience

This training course is designed for professionals and individuals who want to upscale their negotiation skills and become an asset to their organization.

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Learning Objectives

- ✓ Gain a comprehensive understanding and be able to examine personal negotiating strengths and weaknesses, and those of the other side, to optimize negotiation outcomes.
- ✓ Learn and utilize a variety of skills necessary to conduct successful negotiations
- ✓ Recognize the areas of weakness in understanding to prepare a good negotiation plan.
- ✓ Familiarize oneself and master the process of sales negotiation to achieve long-lasting and mutually profitable agreements on a timely basis.
- ✓ Apply the concessions management process with minimum loss while preserving a good relationship with the counterparty.

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Course Outline

✓ **01 Day One**

Exploring the World of Negotiation

- ✓ The many faces of a negotiation
- ✓ Some negotiation philosophies
- ✓ The urge to be a good negotiator
- ✓ Persuasion versus negotiation
- ✓ Self-assessment: The “Negotiating Style Profile”

Setting the Stage: Pre-negotiation Preparation

- ✓ Understanding your own personal strengths and weaknesses
- ✓ Developing your emotional intelligence
- ✓ Characteristics of a good negotiator
- ✓ The five stages of the negotiation process
- ✓ Barriers to effective negotiation
- ✓ Team negotiation: when to use a team
- ✓ Exercise: How to negotiate effectively (work template)

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Course Outline

✓ 02 Day Two

Mastering commercial negotiation

- ✓ Selling versus negotiating
- ✓ The 7 milestones of the sales process
- ✓ Identifying the different buyers' roles
- ✓ The "Buyer's Decision Process"
- ✓ Strategies for the phases of the buyer's decision process
- ✓ Strategies for the "Recognition of Needs" phase
- ✓ Strategies for the "Evaluation of Options" phase
- ✓ Strategies for the "Resolution of Concerns" phase
- ✓ The SPIN selling model
- ✓ Situation questions
- ✓ Problem/Opportunity questions
- ✓ Implication questions
- ✓ Need-payoff questions
- ✓ Simulation game: the "war room."

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Course Outline

✓ 03 Day Three

Negotiation Tools for Success

- ✓ Creativity and problem-solving techniques
- ✓ The importance of creativity in negotiation
- ✓ Creativity tools
- ✓ Creativity: self-assessment instrument
- ✓ Decision-making techniques
- ✓ Communication skills:
- ✓ Active listening skills
- ✓ The outcomes of asking questions
- ✓ The art of asking questions
- ✓ Conflict management styles
- ✓ Workshop: Breaking the negotiation impasse using creativity

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Course Outline

✓ 04 Day Four

Concession Management, Tactics and Counter-measures

- ✓ Different levels of negotiation rules
- ✓ Preparing “The Envelope of Negotiation”
- ✓ Mastering the “Rule of Halves”
- ✓ Setting a concession-making timeline
- ✓ Sorting negotiable issues and creating alternatives
- ✓ The most common negotiating mistakes
- ✓ Advanced negotiation tactics
- ✓ Simulation game: one-to-one negotiation using a grade point average

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 6, 2027	Sept. 9, 2027	4 days	4250.00 \$	UAE , Abu Dhabi
Jan. 4, 2027	Jan. 7, 2027	4 days	4250.00 \$	UAE , Dubai
April 5, 2027	April 8, 2027	4 days	5950.00 \$	USA , Texas
May 9, 2027	May 12, 2027	4 days	4250.00 \$	KSA , Riyadh

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