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Course Name

Advanced Negotiation Skills for Business Development & Partnerships

Sector Name

Sales, Marketing and Customer Service

Document Type

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Advanced Negotiation Skills for Business Development & Partnerships

Course Introduction

This training course is specifically designed for managers in business development and partnerships, focusing on enhancing negotiation skills and competencies in creative and media analysis. Participants will learn to leverage negotiation strategies to foster successful partnerships and drive business growth.

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Advanced Negotiation Skills for Business Development & Partnerships

Target Audience

- ✓ Managers in Business Development
- ✓ Partnership Managers
- ✓ Team Leaders in Marketing and Media
- ✓ Professionals involved in strategic negotiations

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Advanced Negotiation Skills for Business Development & Partnerships

Learning Objectives

- ✓ Understand the negotiation process and its application in business development.
- ✓ Develop effective negotiation strategies tailored to creative and media contexts.
- ✓ Analyze and leverage market data to inform negotiation tactics.
- ✓ Enhance their ability to influence and build strong partnerships.
- ✓ Gain confidence in negotiating outcomes that align with organizational goals.

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Advanced Negotiation Skills for Business Development & Partnerships

Course Outline

✓ 01 Day one

Introduction to Negotiation in Business Development

- ✓ Understanding the Importance of Negotiation in Partnerships
- ✓ Key Elements of the Negotiation Process
- ✓ Establishing a Positive Negotiation Environment
- ✓ Crafting Proposals: Clarity and Strategic Focus
- ✓ The Psychology of Negotiation in Creative Contexts

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Course Outline

✓ 02 Day Two

Analyzing Behavioral Styles and Communication

- ✓ Identifying Your Behavioral Style and Its Impact on Negotiation
- ✓ Negotiation Style Assessment for Effective Partnerships
- ✓ Adapting Communication Styles to Different Stakeholders
- ✓ Ethical Considerations in Negotiations
- ✓ Building Rapport and Trust in Negotiation Settings

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Course Outline

✓ 03 Day Three

Strategic Negotiation Approaches

- ✓ Developing a Strategic Mindset for Negotiation
- ✓ Understanding Distributive vs. Integrative Negotiation Strategies
- ✓ Crafting Your Opening and Anchoring Offers
- ✓ Using Data and Insights for Effective Negotiation
- ✓ Practical Application of Sales Negotiation Techniques

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Course Outline

✓ 04 Day Four

Media Analysis and Its Role in Negotiation

- ✓ Understanding Market Trends and Data Analysis
- ✓ Identifying Opportunities in Creative Media Negotiations
- ✓ Analyzing Competitor Strategies and Market Positioning
- ✓ Using Media Analysis to Inform Negotiation Tactics
- ✓ Case Studies of Successful Media Partnerships

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Course Outline

✓ 05 Day Five

Cross-Cultural Negotiations and Practical Application

- ✓ Navigating Cultural Differences in Negotiations
- ✓ Strategies for Successful Cross-Cultural Partnerships
- ✓ Role Play: Simulating Negotiations with Diverse Stakeholders
- ✓ Putting Negotiation Techniques into Practice
- ✓ Summary Session and Q&A

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
March 15, 2027	March 19, 2027	5 days	4250.00 \$	UAE , Dubai
April 13, 2026	April 17, 2026	5 days	4950.00 \$	England , London
Sept. 28, 2026	Oct. 2, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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