



Consulting and Training | Reach New Heights

Course Name

Negotiating for Business Impact

Sector Name

Sales, Marketing and Customer Service

Document Type

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Negotiating for Business Impact

Course Introduction

Effective negotiation goes beyond reaching agreements—it is a strategic tool for driving measurable business outcomes and creating lasting value. This program equips participants with the skills to align negotiation strategies with organizational objectives, evaluate the financial and operational impact of decisions, and influence stakeholders confidently.

Participants will learn to structure negotiations that achieve win-win outcomes, manage complex stakeholder dynamics, and make informed, data-driven decisions that support both their company's goals and long-term relationships.

Training Course Methodology

The training course is designed to be interactive and participatory, and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment.



The course will use lectures and presentations, exercises, experiential and exposure to real world problems and policy choices confronting delegates.

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Negotiating for Business Impact

Target Audience

- ✓ Sales and Business Development Professionals
- ✓ Procurement and Supply Chain Professionals
- ✓ Project and Program Managers

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Negotiating for Business Impact

Learning Objectives

- ✓ Align negotiation strategies with business goals and priorities.
- ✓ Evaluate the financial, operational, and strategic impact of negotiation outcomes.
- ✓ Manage stakeholders effectively during negotiation to build agreement.
- ✓ Use influence and persuasion ethically to achieve desired results.
- ✓ Continuously measure and optimize negotiation performance for business impact.

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Negotiating for Business Impact

Course Outline

✓ DAY 01

Linking Negotiation to Business Goals

- ✓ Understanding organizational strategy, vision, and objectives
- ✓ Connecting negotiation outcomes to financial, operational, and strategic results
- ✓ Translating business priorities into negotiation goals
- ✓ Identifying short-term vs. long-term value in negotiations
- ✓ Key performance indicators (KPIs) for negotiation success

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Course Outline

✓ Day 02

Value Creation and Mutual Gain

- ✓ Identifying opportunities for win-win outcomes
- ✓ Structuring proposals for mutual benefit and strategic alignment
- ✓ Using quantitative and qualitative data to demonstrate value
- ✓ Balancing concessions with value capture
- ✓ Building long-term relationships through collaborative negotiation

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Course Outline

✓ Day 03

Stakeholder Engagement and Influence

- ✓ Mapping stakeholder interests, motivations, and influence
- ✓ Effective communication techniques to persuade and align stakeholders
- ✓ Handling objections and conflict resolution strategies
- ✓ Negotiating across cultures and organizational hierarchies
- ✓ Building credibility, trust, and rapport during negotiations

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Course Outline

✓ Day 04

Decision Analysis and Outcome Evaluation

- ✓ Evaluating trade-offs and alternatives in negotiations
- ✓ Quantifying financial and operational impact of decisions
- ✓ Scenario-based analysis for risk and opportunity assessment
- ✓ Using decision-making frameworks to guide negotiation choices
- ✓ Post-negotiation evaluation and lessons learned

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Course Outline

✓ Day 05

Driving Results and Continuous Improvement

- ✓ Developing post-negotiation action plans
- ✓ Embedding negotiation insights into broader business strategy
- ✓ Creating a personal improvement roadmap for negotiation skills
- ✓ Monitoring KPIs and measuring negotiation success over time
- ✓ Fostering a culture of negotiation excellence in teams

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 14, 2026	June 18, 2026	5 days	4250.00 \$	KSA , Riyadh
Nov. 22, 2026	Nov. 26, 2026	5 days	2150.00 \$	Virtual , Online
April 5, 2027	April 9, 2027	5 days	4950.00 \$	Italy , Milan
Aug. 17, 2026	Aug. 21, 2026	5 days	4250.00 \$	UAE , Dubai

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