



Consulting and Training | Reach New Heights

Course Name

Negotiation Planning & Scenario Analysis

Sector Name

Sales, Marketing and Customer Service

Document Type

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Negotiation Planning & Scenario Analysis

Course Introduction

Successful negotiations start long before the meeting—they begin with thorough preparation and scenario planning. This program equips participants with practical tools and frameworks to anticipate challenges, analyze potential outcomes, and build a negotiation strategy that maximizes advantage while maintaining collaborative 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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Negotiation Planning & Scenario Analysis

Target Audience

- ✓ Sales and Commercial Professionals
- ✓ Procurement and Supply Chain Professionals
- ✓ Project and Program Managers

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Learning Objectives

- ✓ Conduct thorough preparation for negotiations.
- ✓ Identify key objectives, constraints, and stakeholder priorities.
- ✓ Anticipate multiple negotiation scenarios and outcomes.
- ✓ Develop flexible strategies to respond effectively under pressure.
- ✓ Apply data-driven approaches to inform negotiation planning.

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Negotiation Planning & Scenario Analysis

Course Outline

✓ DAY 01

Foundations of Strategic Negotiation

- ✓ Principles of negotiation: integrative vs. distributive approaches
- ✓ Understanding negotiation psychology and behavioral drivers
- ✓ Common pitfalls and mistakes in negotiations
- ✓ The negotiation process: stages and critical success factors
- ✓ Importance of preparation in achieving negotiation outcomes

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Course Outline

✓ Day 02

Goal Setting and Stakeholder Analysis

- ✓ Defining personal, team, and organizational negotiation objectives
- ✓ Prioritizing outcomes: must-haves vs. nice-to-haves
- ✓ Mapping stakeholders and understanding their motivations
- ✓ Identifying power dynamics and influence patterns
- ✓ Understanding BATNA (Best Alternative to a Negotiated Agreement)

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Course Outline

✓ Day 03

Scenario Planning and Risk Assessment

- ✓ Developing multiple negotiation scenarios
- ✓ Anticipating objections, resistance, and conflicts
- ✓ Identifying risks and potential roadblocks
- ✓ Contingency planning and flexible strategy design
- ✓ Simulating negotiation outcomes for practice

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Course Outline

✓ Day 04

Strategy Formulation and Tactics

- ✓ Choosing the right negotiation tactics for each scenario
- ✓ Sequencing offers, concessions, and proposals
- ✓ Using data and evidence to strengthen your position
- ✓ Techniques for anchoring, framing, and value creation
- ✓ Balancing assertiveness with collaboration

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Course Outline

✓ Day 05

Practical Application and Action Planning

- ✓ Simulation exercises for scenario-based negotiation practice
- ✓ Building a structured personal negotiation preparation checklist
- ✓ Setting metrics for success and evaluation criteria
- ✓ Developing a personal roadmap for continuous improvement
- ✓ Reflection and feedback on negotiation strategies

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 13, 2026	Sept. 17, 2026	5 days	2150.00 \$	Virtual , Online
Dec. 28, 2026	Jan. 1, 2027	5 days	5950.00 \$	USA , Los Angeles
May 2, 2027	May 6, 2027	5 days	4250.00 \$	KSA , Riyadh
April 5, 2027	April 9, 2027	5 days	4250.00 \$	UAE , Dubai

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