



PROJACS ACADEMY  
by @egis

# Effective Negotiation Strategy and Loophole Analysis

استراتيجيات ادارة المفاوضات الفعالة وتجنب الثغرات

31 July – 04 August 2023

London / United Kingdom

## Introduction

The ability to negotiate successfully is crucial for survival in today's changing business world. Negotiation is fun if you know what you're doing. Negotiation is something that we do all the time and is not only used for business purposes, there are many reasons why you may want to negotiate and there are several ways to approach it. If your reason for negotiation is seen as 'beating' the opposition, it is known as 'Distributive negotiation'. This way, you must be prepared to use persuasive tactics and you may not end up with maximum benefit. This is because your agreement is not being directed to a certain compromise and both parties are looking for a different outcome. Should you feel your negotiation is much more 'friendly' with both parties aiming to reach agreement, it is known as 'Integrative negotiation'. This way usually brings an outcome where you will both benefit highly. The objective of this workshop is to introduce you to the different styles of negotiations, and equip you with the most effective styles to get what you want.

## Objectives

- Have a good understanding of the different strategies used in negotiation and how create a Win – Win situation
- Have a self-assessment of your negotiation skills
- Learn and practice the pro negotiation skills
- Creative advantageous situations to increase chances of successful negotiations
- Understand the research involved in informing a strategy for negotiation and the techniques and tools employed for beneficial negotiations .

## Who Should Attend?

All personnel involved in negotiating deals. The training program will be more aimed at supervisors and Ex-patriots working in company and are responsible for contracting, sales and other areas of negotiations.

## Course Outline

### Day One

#### **The Elements of Negotiation**

- What is Negotiation?
- The goal of negotiation
- Types of Negotiation
- Common mistakes in Negotiation.
- The process of Negotiation.
- Traits of good negotiator
- The principles of exchange
- Understanding how to measure and deal with power imbalances
- Using communication as a mechanism for exchanging the fundamental asset of negotiation: information
- Tips During Negotiation
- Finding areas for negotiations
- Transactional analysis
- Assessing the other parties
- Last Minute Grabs

### Day Two

#### **Preparation for Negotiation**

- Unplanned negotiation
- Surprises
- What does preparation mean?
- Preparing other parties
- Create your interest map
- Making assumptions
- Interested parties
- How to use interest map
- Be prepared for hot buttons

### Day Three

#### **Negotiation Skills**

- Questioning and framing
- Active listening and the Power of Silence
- The power of careful observation
- Studying reactions
- Using creativity to maximize long-term gains

### **BATNA- Choosing whether to walk away**

- Making choices
- Balance of power
- Does BATNA ever change?
- Elements of BATNA
- Strengthening and weakening BATNAs

### **Day Four**

#### **Negotiation Strategies/Techniques**

- Distinguishing between positional bargaining and interest-based negotiation
- Rational strategies for creating integrative agreement
- Stonewalling
- Impulsive change
- The dodge
- High ball/Low ball
- The Ebenezer Scrooge
- Knowing when to hold and when to fold
- Use of referees
- Closing a negotiations
- Agreement –contract implementation
- The use and abuse of Deadlines
- Disagreement –why ?
- Dirty Tricks in Negotiation
- Different Countries, Different Styles

### **Day Five**

#### **Dealing with annoyance and leveling the playing field**

- Myths
- Psychological games
- Giving or taking offense
- Controlling the board
- Physical set-up
- Building confidence in your counterpart

## Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a 7” Tablet containing a copy of the presentation, slides and handouts
- Post-assessment

## Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

## Schedule

**The course agenda will be as follows:**

- |                     |                  |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am   |
| • Coffee Break      | 10.00-10.15 am   |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break      | 12.15-12.45 pm   |
| • Technical Session | 12.45-02.30 pm   |
| • Course Ends       | 02.30 pm         |

## Course Fees\*

- **5,200 USD**  
*\*VAT is Excluded If Applicable*

## المقدمة

القدرة على التفاوض بنجاح أمر بالغ الأهمية للبقاء في عالم الأعمال المتغير اليوم. التفاوض ممتع إذا كنت تعرف ما تفعله. التفاوض هو شيء نقوم به طوال الوقت ولا يستخدم فقط لأغراض تجارية ، فهناك العديد من الأسباب التي قد تجعلك ترغب في التفاوض وهناك عدة طرق للتعامل معه. إذا كان ينظر إلى سبب التفاوض على أنه "ضرب" المعارضة ، فإنه يعرف باسم "التفاوض التوزيقي". بهذه الطريقة ، يجب أن تكون مستعدا لاستخدام تكتيكات مقنعة وقد لا ينتهي بك الأمر بأقصى فائدة. هذا لأن موافقتك لا يتم توجيهها إلى حل وسط معين وكلا الطرفين يبحثان عن نتيجة مختلفة. إذا كنت تشعر أن مفاوضاتك أكثر "ودية" مع كلا الطرفين بهدف التوصل إلى اتفاق ، فإنها تعرف باسم "التفاوض التكاملي". عادة ما تجلب هذه الطريقة نتيجة حيث سيستفيد كلاهما بشكل كبير. الهدف من ورشة العمل هذه هو تعريفك بأنماط المفاوضات المختلفة ، وتزويدك بأكثر الأساليب فعالية للحصول على ما تريد.

## الاهداف

- فهم جيد للاستراتيجيات المختلفة المستخدمة في التفاوض وكيفية إنشاء موقف الفوز - الفوز
- القيام بإجراء تقييم ذاتي لمهاراتك في التفاوض
- تعلم وممارسة مهارات التفاوض المحترف
- مواقف مفيدة مبتكرة لزيادة فرص نجاح المفاوضات
- فهم البحوث التي ينطوي عليها إبلاغ استراتيجية للتفاوض والتقنيات والأدوات المستخدمة للمفاوضات المفيدة.

## الحضور

جميع الموظفين المشاركين في التفاوض على الصفقات. سيكون البرنامج التدريبي أكثر استهدافا للمشرفين العاملين في الشركة وهم مسؤولون عن التعاقد والمبيعات ومجالات المفاوضات الأخرى.