

**COURSE OVERVIEW SS0972-4D**  
**Advanced Negotiation Skills**

**Course Title**

Advanced Negotiation Skills

**Course Reference**

SS0972-4D

**Course Duration/Credits**

Four days/2.4 CEUs/24 PDHs

**Course Date/Venue**



Session(s)	Date	Venue
1	March 04-07,2024	Ajman Meeting Room, Grand Millennium Al Wahda Hotel, Abu Dhabi, UAE
2	July 01-04, 2024	Al Aziziya Hall, The Proud Hotel Al Khobar, Al Khobar, KSA
3	September 02-05, 2024	Boardroom, Warwick Hotel Doha, Doha, Qatar
4	December 16-19, 2024	Boardroom 1, Elite Byblos Hotel Al Barsha, Sheikh Zayed Road, Dubai, UAE

**Course Description**



**80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.**



This course is designed to provide participants with and advanced and up-to-date overview of negotiation and deal making strategy. It covers the anatomy of a negotiation including the characteristics, behaviors and phases; the characteristics of a negotiation situation including the key principles of effective negotiation; the core components of effective negotiation behavior; the hard bargaining and problem solving; the inherent tensions present in every negotiation; and the stages and phases of negotiation.



Further, the course will also discuss the deal for advanced negotiation strategies; the difference of strategies versus tactics; the effective approaches to hard bargaining; the alternatives, walk-away point, bargaining range and objective setting; creating value strategies and tactics of integrative negotiation; the effective value generating deal making strategies; the leverage and dispute resolution skills to build better deals; the enforcement mechanisms and formal dispute resolution process; the mediation skills to build better deals; and negotiating with difficult people.

During this interactive course, participants will learn to prepare and communicate the key to successful outcomes; implementing the strategy as well as preparing and managing negotiation teams; communicating to maximize influence and the power of listening skills in negotiation; the psychology of negotiation through harnessing the science of influence; the importance of influence, reciprocation, scarcity and authority; the consistency, liking and social proof; and the traits of advanced negotiator.

### Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an advanced knowledge on negotiation and deal making strategy
- Discuss the anatomy of a negotiation including the characteristics, behaviors and phases
- Describe the characteristics of a negotiation situation including the key principles of effective negotiation and deal making skills
- Identify the core components of effective negotiation behavior
- Apply hard bargaining and problem solving as well as manage the inherent tensions present in every negotiation and the stages and phases of negotiation
- Build a deal for advanced negotiation strategies
- Differentiate strategies versus tactics and carryout effective approaches to hard bargaining
- Determine alternatives, walk-away point, bargaining range and objective setting
- Create value strategies and tactics of integrative negotiation and apply effective value generating deal making strategies
- Utilize leverage and dispute resolution skills to build better deals
- Describe enforcement mechanisms and formal dispute resolution process
- Develop mediation skills to build better deals and negotiate with difficult people
- Prepare and communicate the key to successful outcomes
- Get ready to implement the strategy as well as prepare and manage negotiation teams
- Communicate to maximize influence and discuss the power of listening skills in negotiation
- Explain the psychology of negotiation through harnessing the science of influence
- Discuss the importance of influence, reciprocation, scarcity and authority
- Define consistency, liking and social proof and identify the traits of advanced negotiator

### Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials, sample video clips of the instructor’s actual lectures & practical sessions during the course conveniently saved in a **Tablet PC**.

**Who Should Attend**

This course provides an overview of all significant aspects and considerations of advanced negotiation and deal making strategy for those who wishes to build or enhance negotiation skills and those who are new to negotiation and understand the considerable benefits of developing this valuable skill earlier in their career.

**Training Methodology**

This interactive training course includes the following training methodologies as a percentage of the total tuition hours: -

- 20% Lectures
- 80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

**Course Fee**

Abu Dhabi	<b>US\$ 4,500</b> per Delegate + <b>VAT</b> . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Al Khobar	<b>US\$ 4,500</b> per Delegate + <b>VAT</b> . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Doha	<b>US\$ 5,500</b> per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Dubai	<b>US\$ 4,500</b> per Delegate + <b>VAT</b> . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

**Accommodation**

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

### Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

### Certificate Accreditations


Certificates are accredited by the following international accreditation organizations

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **2.4 CEUs** (Continuing Education Units) or **24 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

**Course Instructor(s)**

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Dr. John Bester, PhD, MTh, BA, BD, NLP, is a Senior Contracts & Management Consultant and a Certified Neuro Linguistic Programming (NLP) Practitioner with over 30 years of extensive experience. His expertise lies extensively in the areas of Effective Contract Negotiation, Contracts Management, Contract Variations, Contracts Evaluation, Contracts & Risk Management, Contract Administration, Neuro Linguistic Programming (NLP) Life Coaching, Theology, Customer Service Excellence, Communication Skills, Public Speaking, Customer Satisfaction, Influencing Skills, Thinking & Learning Styles, Negotiation Skills, Interpersonal Skills, Adaptability & Flexibility, Learning & Self Development, Performance Management, Performance Goal Implementation, Time Management, Problem Solving & Decision Making, Crisis Management, Human Resources Management, Change Management, Organizational Development, Career Management, Leadership & Supervisory Skills, Situation & Behaviour Analysis, Interpersonal Motivation, Leadership Orientation, Coaching Skills, Strategic Planning and Stress Management. Dr. Bester is currently a Modeller & Mental Performance Coach.**

During his career life, Dr. Bester has gained his practical and field experience through his various significant positions and dedication as the **Director, Performance Coach, Congregational Pastor, Reverend, Specialist Interim Pastor, Certified Instructor/Trainer** and a **Certified Neuro Linguistic Programming (NLP) Practitioner** for numerous international companies like the Nederduitsch Hervormde Kerk, Gemeente Meyerton and Pretoria-Nord, just to name a few.

Dr. Bester has **PhD, Master and Bachelor degrees in Practical Theology** and a **Bachelor's degree in Pre-Theology/Pre-Ministerial Studies**. In his PhD thesis, a **Neuro Linguistic Programming (NLP)** modelling process for congregation development and congregation guidance, he investigates the possibility of bringing Rich Osmer's four questions of practical theology into conversation with the modelling process of **Neurolinguistic Programming**. Further, he is a **Certified Instructor/Trainer, a Certified Neuro Linguistic Programming (NLP) Practitioner** and has delivered numerous trainings, courses, seminars and workshops internationally.

### Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1**

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	<b>PRE-TEST</b>
0830 - 0930	<b>The Anatomy of a Negotiation-Characteristics, Behaviors &amp; Phases</b> Characteristics of a Negotiation Situation • Key Principles of Effective Negotiation & Deal Making Skills • The Core Components of Effective Negotiation Behavior
0930 - 0945	Break
0945 -1130	<b>The Anatomy of a Negotiation-Characteristics, Behaviors &amp; Phases (cont'd)</b> Hard Bargaining & Problem Solving - Focusing Your Skill Development • Managing the Inherent Tensions Present in Every Negotiation • The Stages & Phases of a Negotiation
1130 - 1230	<b>Building a Deal-Advanced Negotiation Strategies</b> Strategies vs Tactics • Effective Approaches to Hard Bargaining • Alternatives, Walk-Away Point, Bargaining Range & Objective Setting • Constructing Opening Offers, Winners Curse & Norms of Range
1230 – 1245	Break
1245 – 1420	<b>Building a Deal-Advanced Negotiation Strategies (cont'd)</b> How to Create Value Strategies & Tactics of Integrative Negotiation • Effective Value Generating Deal Making Strategies • Underlying Interests, High Value/Low Value Trades, Unbundle Issues & Multiple Offers
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day One

#### **Day 2**

0730 – 0930	<b>Utilizing Leverage &amp; Dispute Resolution Skills to Build Better Deals</b> Identifying & Building Leverage • Enforcement Mechanisms-What is the purpose of a Contractual Agreement
0930 – 0945	Break
0945 – 1130	<b>Utilizing Leverage &amp; Dispute Resolution Skills to Build Better Deals (cont'd)</b> Formal Dispute Resolution Process: Negotiation, Mediation, Arbitration & Litigation • Developing Mediation Skills to Build Better Deals
1130 – 1230	<b>Utilizing Leverage &amp; Dispute Resolution Skills to Build Better Deals (cont'd)</b> Negotiating with Difficult People – Getting Past ‘NO’
1230 – 1245	Break
1245 – 1420	<b>Utilizing Leverage &amp; Dispute Resolution Skills to Build Better Deals (cont'd)</b> The Ethics of Leverage-Appropriate Negotiation Behavior
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day Two

### Day 3

0730 – 0930	<b>Preparation &amp; Communication- The Key to Successful Outcomes</b> Getting Ready to Implement the Strategy: The Planning Process • Preparing & Managing Negotiation Teams
0930 – 0945	Break
0945 – 1130	<b>Preparation &amp; Communication- The Key to Successful Outcomes (cont'd)</b> Communicating to Maximize Influence • Indirect Forms of Communication- Body Language
1130 – 1230	<b>Preparation &amp; Communication- The Key to Successful Outcomes (cont'd)</b> The Power of Listening Skills in Negotiation
1230 – 1245	Break
1245 – 1420	<b>Preparation &amp; Communication- The Key to Successful Outcomes (cont'd)</b> Understanding Power & Communication in a Cross-Cultural Context • Strategic Considerations in Cross-Cultural Negotiations
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day Three

### Day 4

0730 – 0930	<b>The Psychology of Negotiation-Harnessing the Science of Influence</b> Understanding the Importance of Influence • Reciprocation, Scarcity & Authority
0930 – 0945	Break
0945 -1030	<b>The Psychology of Negotiation-Harnessing the Science of Influence (cont'd)</b> Consistency, Liking & Social Proof • Bringing it all Together-Negotiation Better Deals
1030 – 1230	<b>The Psychology of Negotiation-Harnessing the Science of Influence (cont'd)</b> Traits of the Advanced Negotiator
1230 – 1245	Break
1245 – 1345	<b>The Psychology of Negotiation-Harnessing the Science of Influence (cont'd)</b> What to Take Away from this Course
1345 - 1400	<b>Course Conclusion</b>
1400 – 1415	<b>POST-TEST</b>
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course

**Practical Sessions**

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



**Course Coordinator**

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