



Negotiation Masterclass.

3 day executive training course.

January 25th 26th & 27th 2009, Dubai.

How to resolve conflict, make better deals and satisfy customers.



Becoming a master of negotiation is crucial for busy executives who need to control complex situations every day whether it's getting the salary you want or a deal you need.

Negotiations are seen as a contest of wills in which power determines the outcome, each party fights it out until there's a winner and a loser, but this approach produces short-term results and leaves both sides exhausted, resentful and dissatisfied.

Win – Win is an attitude not an out come

This highly intensive training course will provide you with an effective, efficient and principled negotiation style that will produce agreements to meet the needs of both parties and ensure we all win.

Benefits of attending.

- Use a structured approach to the negotiation process
- Deal with difficult and competitive negotiators
- Prepare negotiation strategies and implement them as appropriate.
- Recognise the different types of negotiations.
- Recognise the personal skills and attributes required to negotiate effectively
- Deal with relationship issues.
- Understand power management

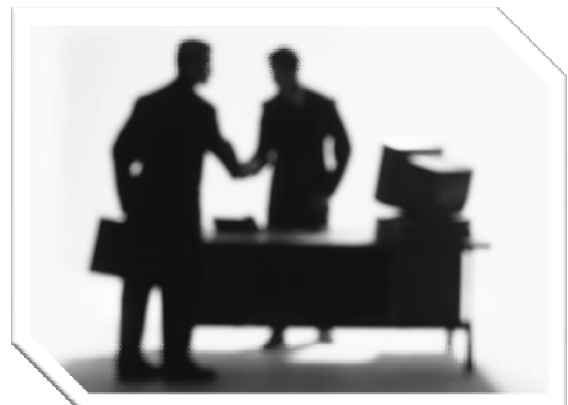
Course Content.

1. The Characteristics and Skills

Personal inventory of attitudes, skills and abilities in effective negotiation. How to enhance skills. Cultural aspects.

2. Persuasion and Negotiation

Recognising the relationship between the two processes. Determining the negotiating approach and type. The nature of negotiation compared with persuasion - the need to change techniques.





THE INSTITUTE OF SALES & MARKETING

3. The Nature of Power

The dynamics of power at individual and organisational levels. Identifying decision processes and influencing factors. Creating capacity to represent your interests.

4. Planning to Negotiate

The key stages of thorough preparation; establishing objectives, determining strategy; determining variables, the roles of the negotiating participants. Using planning tools, key tasks, simulation and practice.

5. Questions and questioning techniques.

Planning question pathways for control; recognising the purpose of questions and different types of questions. Matching pacing, leading and active listening skills

6. Bargaining Styles and Strategies

The strategy and tactics for effective collaborative, competitive bargaining. Dealing with difficult negotiators.

7. Putting together and Putting across

Effective negotiation communication through planning and understanding the other party's personality, styles and decision making approach.

Training Methods

The programme will be designed to enhance learning through group and individual cases and exercises. Some of these will be Client specific. There are a number of opportunities to simulate negotiation and bargaining situations, practice techniques and evaluate skill levels. In addition the course leader's specialist knowledge and guidance are available in all sessions. The programme will be supported with complete sets of workbooks, handouts and post course references. Tutor inputs will be aimed at giving direction and guidance to ensure effective learning, skill enhancement and attitudes to move with the times.

Participants.

The course will have a maximum number of fifteen people who will be selected based on type of business and job role to ensure a mix of industries ideas and experiences.

Who should attend?

This programme is designed for all those who are active in negotiation.



Full details of the schedule and venue are supplied upon receipt of an application.

BILL LEVELL - Course Leader

His enviable business career includes appointments for marketing and sales in a wide variety of industries and markets at senior Board and Director level (UK and overseas.)



Clients regard him as a vital catalyst in the development of their strategic negotiation planning and techniques.

Highly experienced in all aspects of Strategic Development, Marketing and Advanced Negotiation. He has developed his own planning and analysis tools, which are now a standard part of the sales and marketing curriculum and utilised by blue chip companies' world wide to automate the decision-making process and create effective plans.

Bill loves sharing his experiences and is a Senior member of the Chartered Institute of Marketing's Faculty having been a course director for over 25 years and been responsible for writing their most successful courses.

International Experience:

Use of all areas of expertise in Middle East (Saudi Arabia, Abu Dhabi, Bahrain, Dubai, Iran), Western Europe (inc. Scandinavia), Eastern Europe (Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Turkey) and CIS (former Soviet Union)

Career Experience:

Managing Director - £150m multi-product manufacturing/trading company
Marketing & Sales Director - Industrial/speciality chemicals
Product Group Manager - Pharmaceutical/Toiletries - 4 brands
Regional Sales Manager - Pharmaceuticals/Toiletries
Product Marketing Manager - Pharmaceuticals/Toiletries
Sales Representative - Pharmaceuticals/Toiletries

Additional Information:

Whilst the foregoing information is pertinent, his current experience in running and managing businesses for clients, training and advising their people is much more relevant.

His reputation is founded on a combination of very practical experience and visionary thinking outside of current business boundaries and spanning many markets and industries. He has experience in assisting with the development of creative opportunities for businesses and is regarded as an important catalyst in strategic management thinking. He is well known for his design and implementation of process consultancy and training programmes, which are both highly practical and stimulating. His wide experience and ability to relate to many situations across a range of markets make his contributions invaluable and easily assimilated.



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To: **Simon Parker**
 Company: **ISM Training**
 Fax Number: **04 3474296**
 From:

Negotiation Masterclass – A Three Day Interactive Training Course.

Course Application Form

Please reserve the following seat on the course:

Name:
Company:
Position:
Fax:
Phone:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of employees for which you are in charge:
No. of years experience in Negotiating:
Area for which you are responsible (Circle) City/Country/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number required)
 Currency is UAE Dirhams.

Individual	4,860 Dhs	<input type="checkbox"/>
Group (More than one)	4,360 Dhs	<input type="checkbox"/>

Name/position invoice should be addressed to:.....

**Please Fax back the completed Form to + 971 (0) 4 3474296
 We will send you confirmation of your booking and further details.
 Thankyou.**