

# Negotiation Masterclass

INSTITUTE OF SALES AND MARKETING

AN ISM EXECUTIVE TRAINING COURSE



Provides experienced negotiators with intensive re-training and coaching to sharpen their negotiation skills.



## By attending this course you will learn to:

Successful managers must be able to communicate effectively with those who get things done and those controlling the financial aspects of the organisation.

The aim of this very practical and participative course is to:

- Adopt an effective principled negotiation process that will generate results.
- Explore the characteristics and skills of veteran negotiators.
- Uncover the key stages in the negotiation process.
- Understand the nature of power & persuasion.
- Practice a range of communication & interpersonal skills specific to negotiation.

Learn what it takes to be a seasoned negotiator from one of the UK's top experts.



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## Course Content

### The Characteristics and Skills

Personal inventory of attitudes, skills and abilities in effective negotiation.

How to enhance skills.

### 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 Nature of Power

The dynamics of power at individual and organisational levels.

Identifying decision processes and influencing factors.

Creating capacity to effectively represent your interests.

### 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

### Using questions and questioning techniques.

Planning question pathways for control; recognising the purpose of questions and using different types of questions.

Matching pacing, leading and active listening skills.

### Bargaining Styles and Strategies

The strategy and tactics for effective collaborative, competitive bargaining.

Dealing with difficult negotiators.

### Putting together and Putting across

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



“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.”

### The Purpose of this course is:

The programme provides experienced negotiators with the opportunity to hone their skills, negotiating strategies and tactics in order to achieve better results from different negotiation situations.

### Benefits for you and your organisation:

Improved negotiation skills result in better competitive edge, enhanced relationships and improved profitability.

### Course Benefits:

The course will allow you to practice your skills and techniques to become more effective as a negotiator.

### Who this course is for:

Everyone who has authority and responsibility for negotiating on behalf of their organisation in order to advance business and relationships on the basis of achieving the mutual satisfaction.

Delegates should have at least one year negotiating experience.

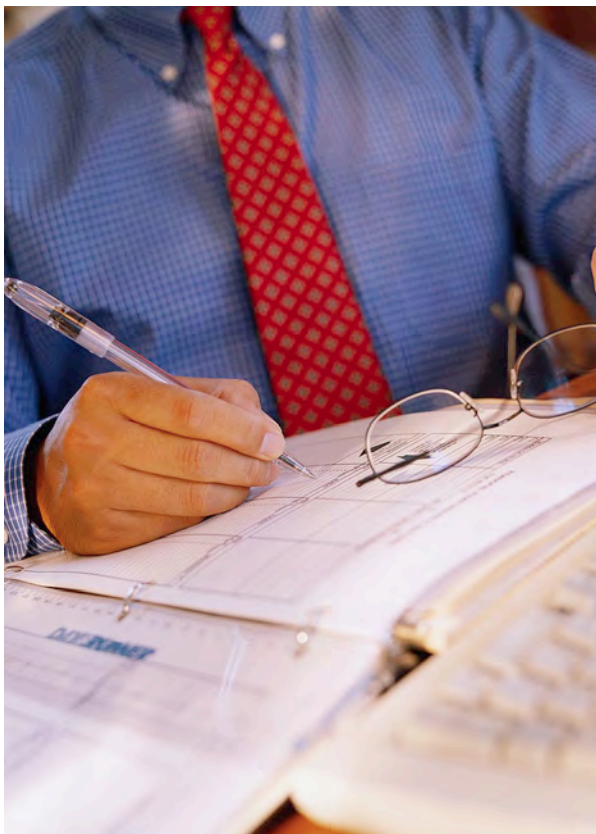
### To take away from the course:

Course handouts. Computer based negotiating planning tools.



## You will learn to:

- Recognise the different types of negotiations
- Recognise that the wide range of personal skills and attributes required to negotiate effectively and how to develop and enhance these.
- Prepare appropriate negotiation strategies, implement and adapt them as appropriate.
- Deal with relationship issues, including considering each party's perception; seeking to make negotiation proposals consistent with the other parties' interests; making emotions explicit a legitimate; matching, pacing, leading and active listening.
- Create sufficient capacity to effectively represent your interests in negotiation-power management.
- Deal with difficult and competitive negotiators.
- Use a structured approach to the negotiation process.



**“Great course,  
I’ve been on  
courses run by  
INSEAD...  
this was better.”**

## Training Method:

The programme is designed to enhance learning through group and individual cases and exercises. 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 handouts and post course references. The design of each course will provide for each delegate's preferred learning style and optimise experiential learning processes.

Tutor inputs will be aimed at giving direction and guidance to ensure effective learning, skill enhancement and attitudes to move with the times. The presentation of each programme will use the most modern technique, materials and equipment.

“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.”

### Course Leader: Bill Levell

His hugely successful career includes appointments for marketing and sales in a wide variety of markets at senior Board and management level (UK and overseas.). Clients regard him as a visionary thinker and a vital catalyst in the development of their strategic plans and practical implementation of sales and negotiation techniques. Highly experienced in all aspects of Strategic Development, Management, and Advanced Negotiation. He has developed his own planning and analysis tools, which are now a standard part of the sales and marketing curriculum’s 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 15 years.

#### 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

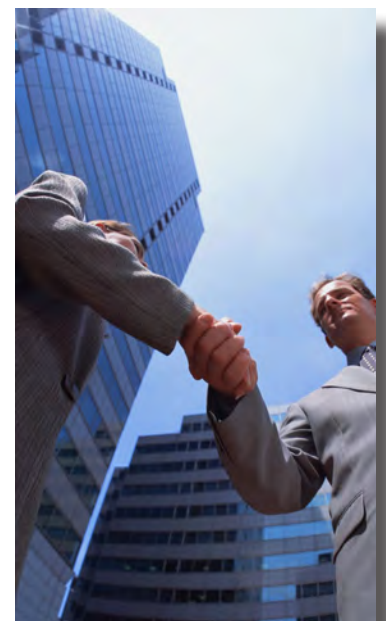
#### Additional Information:

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.



Clients  
regard him  
as a visionary  
thinker!



# COURSE REGISTRATION FORM

## Negotiation Masterclass



Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

### 1 CHOOSE YOUR PACKAGE

- PLATINUM PACKAGE** Send 4 delegates 20% discount or 5th seat FREE!
- 3 Delegates (receive a 10% discount) 4460 Dhs per person
- 2 Delegates (receive a 5% discount) 4700 Dhs per person
- Please book 1 Delegate 4960 Dhs

"ISM COURSES ARE ALWAYS  
GREAT VALUE FOR MONEY"  
Steven Brown, CEO, iSegway

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

### 2 ATTENDEE DETAILS - Please complete in block capitals

	Full Name	Job Title	Tel (inc. country code)	Email
1				
2				
3				
4				
5				

### 3 COMPANY DETAILS - Please complete in block capitals

Organisation name: \_\_\_\_\_ Industry \_\_\_\_\_  
 Address: \_\_\_\_\_ Postcode: \_\_\_\_\_  
 Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

### 4 APPROVING MANAGER SIGNATURE - To process the booking this needs to be completed in full

NB. Signatory must be authorised to sign on behalf of contracting organisation

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_  
 Email: \_\_\_\_\_ Industry: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 P.O Box: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Authorising Signature\* (Mandatory): \_\_\_\_\_

By signing this form I have read and agreed to ISM's terms and conditions listed below

### 5 INVOICE CONTACT AND PAYMENT

NB. Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_

Please Fax back the completed Form to + 971 4 457 3999  
 We will send you confirmation of your booking and further details.  
 Thankyou.

Enquiry form for related courses

Fax to: + 971 4 457 3999

- Please send me details of 2012 training calendar
- Professional Selling Skills 26th, 27th & 28th Aug 2012
- Presentation Skills 29th & 30th Aug 2012
- Sales Management 16th, 17th & 18th Sept 2012
- Negotiation Masterclass 23th, 24th & 25th Sept 2012
- Market Research & Intelligence 26th, 27th & 28th Sept 2012

Name: \_\_\_\_\_  
 Job title: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 PO Box No: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Tel No: \_\_\_\_\_ Fax: \_\_\_\_\_

### TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

**Cancellation:** If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of Aed 150

**Condition:** You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM.