



**ISM**  
ISM TRAINING

# The Art of Negotiation

An *intensive* and highly practical 2  
day training course

"This course was great, we practiced what we learnt immediately"

Sultan Al Shamsi



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## About ISM

ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM helps clients achieve significant behaviour changes leading to productivity and increased competitive advantage in today's increasingly complex markets.

## Introduction

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. However this approach produces short-term results and leaves both sides exhausted, resentful and dissatisfied.

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.

*"This course will improve many areas of my life, it was very relevant to my job and given me confidence."*

**Ameen Hammad**

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## Course Content

### **Bargaining Styles and Strategies**

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

### **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

### **Putting together and putting across**

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- Using planning tools, key tasks, simulation and practice

### **The Characteristics and Skills**

- Develop personal inventory of attitudes
- Harness your skills to negotiate effectively
- Creating capacity to effectively represent your interests

### **Persuasion and Negotiation**

- Recognising the relationship between the two processes
- Determining the negotiating approach and type
- Adapting persuasion techniques and style
- The dynamics of power at individual and organisational levels
- Planning question pathways for control; recognising the purpose of questions and using different types of questions

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## Course Outcomes

- Recognise the wide range of personal skills and attributes required to negotiate effectively and how to develop and enhance these
- Create sufficient capacity to effectively represent your interests in negotiation-power management
- 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 and legitimate; matching, pacing, leading and active listening
- Recognise the different types of negotiations
- Deal with difficult and competitive negotiators
- Use a structured approach to the negotiation process

Thanks a lot ISM, you guys are the best. Best trainers that is.

**Khalid Klemad**

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## Who should attend?

Suitable for all. For those who wish to develop and harness their selling skill and persuasion technique. 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.

## Training Methods

By all means, bring your pencil case, and yes, there will be handouts, but there will be a lot more discourse, debate, improvisation, role play, technology, practice and group dynamics. The training will be conducted in a friendly, fun atmosphere, which not only allows for different learning styles, but respects each delegate as an individual and ensures each one is challenged and derives maximum benefit from the course. Our aim is that you will be highly stimulated and encouraged to rethink.

## Contact Us

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