

# Mastering Negotiation: Core Principles and Proven Techniques

Professional Skills  
Kuala Lumpur (Malaysia)  
21 - 25 Jul 2025

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## Mastering Negotiation: Core Principles and Proven Techniques

**Ref:** 321548\_132333 **Date:** 21 - 25 Jul 2025 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4200 Euro

### Course Description

This intensive 5-day course provides a comprehensive introduction to negotiation fundamentals, equipping participants with essential skills and strategies for successful outcomes. Through a combination of theoretical frameworks and practical exercises, learners will develop the ability to navigate complex negotiations, build rapport, and create value in various professional and personal contexts.

### Learning Objectives

- Understand core negotiation principles and their application in diverse scenarios
- Develop effective communication and active listening skills for successful negotiations
- Learn to analyze and prepare for negotiations using strategic frameworks
- Master techniques for creating and claiming value in negotiations
- Gain proficiency in managing conflicts and overcoming common negotiation challenges
- Enhance cross-cultural negotiation competencies for global business environments

### Course Modules

#### Day 1: Foundations of Negotiation

- Introduction to negotiation theory and practice
- Key negotiation styles and when to use them
- Understanding interests, positions, and BATNAs
- Effective preparation strategies for negotiations

#### Day 2: Communication and Rapport Building

- Active listening and questioning techniques
- Non-verbal communication in negotiations
- Building and maintaining rapport
- Overcoming communication barriers

#### Day 3: Creating and Claiming Value

- Distributive vs. integrative negotiation approaches
- Techniques for expanding the negotiation pie
- Strategies for claiming value effectively
- Managing concessions and trade-offs

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) positioned on it. The board is white and black, and the pieces are gold and silver.

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#### **Day 4: Handling Challenges and Conflicts**

- Identifying and countering common negotiation tactics
- Strategies for overcoming impasses
- Dealing with difficult personalities and emotions
- Negotiating under pressure and time constraints

#### **Day 5: Advanced Negotiation Skills**

- Multi-party and team negotiations
- Cross-cultural negotiation strategies
- Ethical considerations in negotiations
- Developing a personal negotiation style and continuous improvement plan

#### **Practical Wins for Participants**

- Ability to confidently prepare for and execute successful negotiations in various contexts
- Enhanced communication skills for building rapport and managing relationships
- Improved capacity to create value and achieve win-win outcomes in negotiations
- Strategies to overcome challenges and navigate complex negotiation scenarios

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