

Negotiation Masterclass.

3 day executive training course.

February 28th to March 2nd 2010, 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.



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.

Dr Patrick White



Patrick is a Principal Consultant with HRM Global Ltd UK, specializing in Business Strategy, Business Negotiation, Marketing Management and Organizational Behaviour.

Initially qualifying as an accountant, he then obtained his Master of Business Administration majoring in Marketing and Finance. In 2000 he completed his PhD which was focused on Business Strategy and Leadership. His postgraduate studies were completed in Australia, United Kingdom and the U.S.A.

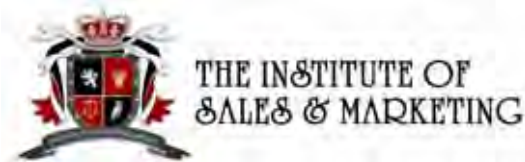
Mr White is a member of the Institute of Chartered Accountants (New Zealand), the Institutes of Directors, Australia and United Kingdom and has in the past represented the fuel industry on various governmental committees.

After a successful international corporate career in a variety of industries across 13 countries with responsibilities for up to 14,000 staff he then went on to become a serial entrepreneur owning businesses in the hospitality, retail, IT and food and beverage industries.

His last business covered fuel and oil distribution and had a turnover of \$US 1.6 billion and 600 staff.

For the last 12 years whilst owning the above businesses, he has also worked as a high level management consultant in various business sectors as well as an international public speaker on a variety of business and people management topics. In this later role he has previously visited the Middle East on numerous occasions.

He continues to deliver regular training seminars and speak at international conferences.



Telephone: + 971 4 345 3353

Facsimile: + 971 4 345 3356 Email: training@ISMdubai.com

To: **Simon Parker**

Company: **ISM Training**

Fax Number: **04 345 3356**

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 4,960 Dhs

Group (More than one) 4,460 Dhs

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

**Please Fax back the completed Form to + 971 (0) 4 345 3356
We will send you confirmation of your booking and further details.
Thankyou.**