

**COURSE OVERVIEW SS0793**  
**Advanced Negotiation Skills**

**Course Title**

Advanced Negotiation Skills

**Course Date/Venue**

Session 1: April 19-23, 2026/Meeting Plus 9,  
 City Centre Rotana Doha Hotel,  
 Doha, Qatar

Session 2: October 25-29, 2026/Meeting Plus  
 9, City Centre Rotana Doha Hotel,  
 Doha, Qatar



**Course Reference**

SS0793



**Course Duration/Credits**

Five days/3.0 CEUs/30 PDHs

**Course Description**



***80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.***

This course is designed to provide participants with a detailed and up-to-date overview of Advanced Negotiation Skills. It covers the negotiation stages comprising of preparation, discussion, proposal, bargaining and closing; the key negotiation principles, types of negotiation and the role of power dynamics in negotiations; the structured approach to negotiation through goal setting; the personal negotiation styles and areas for improvement; and the advanced preparation techniques, Best Alternative to a Negotiated Agreement (BATNA) and gathering and analyzing information about the other side



Further, the course will also discuss the objectives and priorities and the techniques to influence perception and controlling the agenda; the rapport and trust and the use of psychology and persuasion techniques to influence outcomes; the complex negotiations, managing emotions in negotiation and overcoming barriers to agreement; the opening offer and how to make strategic concessions; and the advanced tactics, cross-cultural negotiations and negotiating in different business contexts.



During this interactive course, participants will learn to deal with difficult negotiators in a professional manner; the ethical considerations and maintaining integrity in complex negotiations; the crisis and high-pressure situations and the difference between collaborative and competitive negotiation style; dealing and achieving agreement; analyzing and learning from the negotiation process to improve future outcomes; and the long-term relationships after negotiation and developing a negotiation action plan.

### Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an advanced knowledge on negotiation skills
- Identify the negotiation stages covering preparation, discussion, proposal, bargaining and closing
- Discuss the key negotiation principles, types of negotiation and the role of power dynamics in negotiations
- Create a structured approach to negotiation through goal setting and identify personal negotiation styles and areas for improvement
- Carryout advanced preparation techniques, Best Alternative to a Negotiated Agreement (BATNA) and gathering and analyzing information about the other side
- Set clear objectives and priorities and apply techniques to influence perception and control the agenda
- Build rapport and trust and use psychology and persuasion techniques to influence outcomes
- Handle complex negotiations, manage emotions in negotiation and overcome barriers to agreement
- Set the opening offer and how to make strategic concessions as well as apply advanced tactics, cross-cultural negotiations and negotiating in different business contexts
- Deal with difficult negotiators in a professional manner, discuss ethical considerations and maintain integrity in complex negotiations
- Negotiate in crisis and high-pressure situations and differentiate collaborative versus competitive negotiation style
- Close the deal and achieve agreement and analyze and learn from the negotiation process to improve future outcomes
- Manage long-term relationships after negotiation and develop a negotiation action plan

### Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

### Who Should Attend

This course provides an overview of all significant aspects and considerations of advances negotiation skills for managers and executives, sales professionals, human resources personnel, project managers and other technical staff.

### Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

### Certificate Accreditations

Certificates are accredited by the following international accreditation organizations: -

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

### Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

### Course Fee

**US\$ 6,000** per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

**Course Instructor(s)**

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Dr. John Bester, PhD, MTh, BA, BD, NLP, is a Senior Contracts & Management Consultant and a Certified Neuro Linguistic Programming (NLP) Practitioner with over 30 years of extensive experience. His expertise lies extensively in the areas of Effective Contract Negotiation, Contracts Management, Contract Variations, Contracts Evaluation, Contracts & Risk Management, Contract Administration, Neuro Linguistic Programming (NLP) Life Coaching, Theology, Customer Service Excellence, Communication Skills, Public Speaking, Customer Satisfaction, Influencing Skills, Thinking & Learning Styles, Negotiation Skills, Interpersonal Skills, Adaptability & Flexibility, Learning & Self Development, Performance Management, Performance Goal Implementation, Time Management, Problem Solving & Decision Making, Crisis Management, Human Resources Management, Change Management, Organizational Development, Career Management, Leadership & Supervisory Skills, Situation & Behaviour Analysis, Interpersonal Motivation, Leadership Orientation, Coaching Skills, Strategic Planning and Stress Management. Dr. Bester is currently a Modeller & Mental Performance Coach.**

During his career life, Dr. Bester has gained his practical and field experience through his various significant positions and dedication as the **Director, Performance Coach, Congregational Pastor, Reverend, Specialist Interim Pastor, Certified Instructor/Trainer** and a **Certified Neuro Linguistic Programming (NLP) Practitioner** for numerous international companies like the Nederduitsch Hervormde Kerk, Gemeente Meyerton and Pretoria-Nord, just to name a few.

Dr. Bester has **PhD, Master and Bachelor degrees in Practical Theology** and a **Bachelor's degree in Pre-Theology/Pre-Ministerial Studies**. In his PhD thesis, a **Neuro Linguistic Programming (NLP)** modelling process for congregation development and congregation guidance, he investigates the possibility of bringing Rich Osmer's four questions of practical theology into conversation with the modelling process of **NeuroLinguistic Programming**. Further, he is a **Certified Instructor/Trainer, a Certified Neuro Linguistic Programming (NLP) Practitioner** and has delivered numerous trainings, courses, seminars and workshops internationally.

**Training Methodology**

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

20% Lectures

80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

### **Course Program**

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1**

0730 – 0800	<i>Registration &amp; Coffee</i>
0800 – 0815	<i>Welcome &amp; Introduction</i>
0815 – 0830	<b>PRE-TEST</b>
0830 – 0930	<b>Understanding the Negotiation Process</b> <i>Overview of Negotiation Stages: Preparation, Discussion, Proposal, Bargaining, &amp; Closing</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<b>Key Negotiation Principles</b> <i>Principles of Fairness, Mutual Benefit, &amp; Maintaining Relationships</i>
1030 – 1130	<b>Types of Negotiation</b> <i>Distributive (Win-Lose) versus Integrative (Win-Win) Negotiation</i>
1130 – 1215	<b>The Role of Power in Negotiations</b> <i>Understanding Power Dynamics &amp; How to Use Power Effectively</i>
1215 – 1230	<i>Break</i>
1230 – 1330	<b>Building a Negotiation Framework</b> <i>Creating a Structured Approach to Negotiation through Goal Setting</i>
1330 – 1420	<b>Self-Assessment: Negotiation Style</b> <i>Identifying Personal Negotiation Styles &amp; Areas for Improvement</i>
1420 – 1430	<b>Recap</b>
1430	<i>Lunch &amp; End of Day One</i>

#### **Day 2**

0730 – 0830	<b>Advanced Preparation Techniques</b> <i>The Importance of Thorough Research &amp; Preparation</i>
0830 – 0930	<b>BATNA (Best Alternative to a Negotiated Agreement)</b> <i>How to Develop &amp; Improve Your BATNA to Strengthen Your Position</i>
0930 – 0945	<i>Break</i>
0945 – 1100	<b>Understanding the Other Party's Needs &amp; Interests</b> <i>How to Gather &amp; Analyze Information About the Other Side</i>
1100 – 1215	<b>Setting Clear Objectives &amp; Priorities</b> <i>Defining Goals, Walk-Away Points, &amp; Desirable Outcomes</i>
1215 – 1230	<i>Break</i>
1230 – 1330	<b>Framing &amp; Reframing in Negotiation</b> <i>Techniques to Influence Perception &amp; Control the Agenda</i>
1330 – 1420	<b>Building Rapport &amp; Trust</b> <i>Establishing a Positive Relationship to Facilitate More Favorable Negotiations</i>
1420 – 1430	<b>Recap</b>
1430	<i>Lunch &amp; End of Day Two</i>

#### **Day 3**

0730 – 0830	<b>Persuasion &amp; Influence in Negotiation</b> <i>Using Psychology &amp; Persuasion Techniques to Influence Outcomes</i>
0830 – 0930	<b>Handling Complex Negotiations</b> <i>Strategies for Managing Multi-Party &amp; High-Stakes Negotiations</i>
0930 – 0945	<i>Break</i>



0945 – 1100	<b>Managing Emotions in Negotiation</b> <i>Techniques for Emotional Intelligence &amp; Staying Composed Under Pressure</i>
1100 – 1215	<b>Overcoming Barriers to Agreement</b> <i>Identifying &amp; Addressing Impasses, Deadlocks, &amp; Barriers</i>
1215 – 1230	Break
1230 – 1330	<b>Anchoring &amp; Concessions</b> <i>Setting the Opening Offer &amp; How to Make Strategic Concessions</i>
1330 – 1420	<b>Negotiation Tactics</b> <i>Advanced Tactics such as Good Cop/Bad Cop, the Nibble, &amp; Silence</i>
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day Three

**Day 4**

0730 – 0830	<b>Cross-Cultural Negotiation</b> <i>Understanding Cultural Differences &amp; Their Impact on Negotiation Styles</i>
0830 – 0930	<b>Negotiating in Different Business Contexts</b> <i>Tailoring Negotiation Strategies for Mergers, Acquisitions, &amp; Contracts</i>
0930 – 0945	Break
0945 – 1100	<b>Dealing with Difficult Negotiators</b> <i>Strategies for Handling Aggressive, Manipulative, or Uncooperative Negotiators</i>
1100 – 1215	<b>Ethics in Negotiation</b> <i>Ethical Considerations &amp; Maintaining Integrity in Complex Negotiations</i>
1215 – 1230	Break
1230 – 1330	<b>Negotiating in Crisis &amp; High-Pressure Situations</b> <i>Strategies to Manage High-Pressure Negotiations with Composure</i>
1330 – 1420	<b>Collaborative versus Competitive Negotiation Styles</b> <i>How to Balance Collaboration &amp; Competition to Achieve Win-Win Outcomes</i>
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day Four

**Day 5**

0730 – 0830	<b>Closing the Deal &amp; Achieving Agreement</b> <i>Techniques to Ensure Successful Closure &amp; Commitment from All Parties</i>
0830 – 0930	<b>Post-Negotiation Review</b> <i>Analyzing &amp; Learning from the Negotiation Process to Improve Future Outcomes</i>
0930 – 0945	Break
0945 – 1100	<b>Managing Long-Term Relationships After Negotiation</b> <i>Sustaining Agreements &amp; Relationships Beyond the Negotiation</i>
1100 – 1230	<b>Negotiation Simulation Exercise</b> <i>Real-World Practice with Complex, High-Stakes Negotiation Scenarios</i>
1230 – 1245	Break
1245 – 1315	<b>Feedback &amp; Coaching Session</b> <i>Personalized Feedback on Negotiation Performance with Tips for Improvement</i>
1315 – 1345	<b>Developing a Negotiation Action Plan</b> <i>Creating a Strategic Plan for Continuous Improvement &amp; Future Negotiations</i>
1345 – 1400	<b>Course Conclusion</b>
1400 – 1415	<b>POST-TEST</b>
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course



**Practical Sessions**

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



**Course Coordinator**

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