

COURSE OVERVIEW SS0815-3D
Negotiation and Persuasion Skills

Course Title

Negotiation and Persuasion Skills

Course Date/Venue

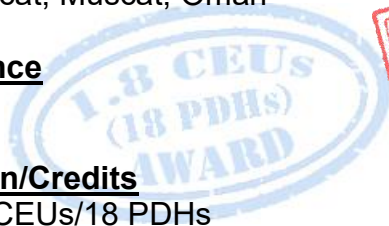
Session 1: September 27-29, 2026/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE

Session 2: December 06-08, 2026/Sur Meeting Room, Royal Tulip Muscat, Muscat, Oman



Course Reference

SS0815-3D



Course Duration/Credits

Three days/1.8 CEUs/18 PDHs

Course Description



70% of this course is hands-on practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.

Everyday, internally and externally and at every level, people are called upon to utilize their powers of persuasion and influence. But you'd be surprised how honing such important skills is overlooked, at a real cost to the organization.



The objective of this intensive course is to arm participants with the various tools they need to enable them to be more flexible and effective when influencing others, by introducing them to elements of Neuro-Linguistic Programming (NLP).



Complex negotiations require sophisticated techniques, especially if the end result is to achieve a win for all parties. In order to know upfront how to approach these challenging negotiations with the best chance of success, managers as you are, need to be well prepared for all scenarios. What's more, you should be ready for the tactics often used by difficult negotiators to try to manipulate the outcome in your favor.

In this course, you gain experience in creating and managing dynamic negotiating environments for successful results. You learn to integrate people and process elements, creating a flexible framework for your negotiation strategies and situations. The course presents the methods, techniques, and processes you need in order to conduct successful negotiations confidently.

Course Objectives/Outcomes & Benefits for the Participants

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

- Apply various tools and techniques to become an effective and expert negotiator
- Identify where negotiation can be used as a development tool
- Adopt the most effective negotiation strategy for a given situation
- Create an effective positive negotiation environment
- Communicate, convince and influence effectively
- Identify different personality types and motivators
- Prepare for and increase flexibility in convincing and influencing situations
- Develop and maintain rapport with others quickly and effectively
- Think in new and more effective ways
- Welcome questions and challenges to the proposals
- Increase personal ability and confidence in handling confrontation

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 effective communication and influencing skills for supervisor-level personnel, team leaders and superintendents.

Training Methodology

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

30% Lectures

70% 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

Learning Design & Customization


This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

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

Haward's 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**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). 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 **1.8 CEUs** (Continuing Education Units) or **18 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.

Course Fee

US\$ 3,750 per Delegate + **VAT**. 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:



Mr. Mike Taylor, PhD (on-going), MScLI, MBA, MBL, PgDip, BSc, is a Senior Finance & Management Consultant with over 30 years of extensive experience in the areas of Accounts Payable Automation & Technology, Project Financial Data, Financial Policies, Petty Cash Fundamentals, Journal Entries & Cash Account Mapping, Recording & Reporting Transactions, Reconciling Petty Cash Accounts, Accounting Principles, Financial & Accounting for Executives, Accounts Payable Fundamentals, Financial Policies & Procedures, International Financial Reporting Standards (IFRS), Financial Statements Preparation, Preparation of Cash Flow in Accordance with IFRS, Reading & Interpreting Financial Statements, Environmental Pollution & Control in Oil Industry, Environmental Enforcement & Compliance, Waste Management & Environmental Protection, Environmental Emergency Plan, Environmental Policy Analysis, Health & Environment Hazards, Governmental & Budget Accounting, Fixed Assets Accounting, Budget Estimation, Budgeting & Cost Control Financial Statement Analysis, Corporate Finance & Accounts Payable Financial Processes and Procedures, Planning, Budgeting & Cost Control, Contract Management, Leadership in Contract Execution, Contract & Risk Management, Contractor Performance Assessments, Contract Management Procedure, Effective Quality Management System (QMS), QMS Framework, Quality Assurance Standards, QA Audit Process & Techniques, Office Administration, Office Management, Invoice Management, Administration Process, Administration Work Procedures, Facilitation & Leadership Skills, Coaching, Human Resource Development, Psychometric Testing, Career Development & Competence, Succession Planning, Self-Development & Empowerment, Personal Learning Needs Identification, Critical Success Factors (CSFs), Key Performance Indicators (KPIs), Productivity Creativity & Thinking Modes, Human Resource Scorecard Management, Career Laddering, Fast-Track Career Progression Application, Knowledge Management, Customer Management, Leadership Skills, Presentation Skills, Emotional Intelligence, Performance Management, Quality Management, Commercial Strategy, Project Management, Risk Management, Leadership & Business Management, Human Resource Management, Business Development, Innovation, Sales Strategy and Knowledge & Intangible Asset Assessment Design. Further, he is also well versed in Organization Management & Business Consulting, Data Collection & Information Gathering, Value & Supply Chain Management, Intellectual Property & Innovation Assessments, Logistics & Supply Chain Management and Marketing Management. Mr. Taylor was Appointed as an Executive/Management Development Facilitator wherein he was responsible for the development of Executives & Senior Managers specializing in innovation, knowledge management and commercial negotiation as well as authored, implemented and executed a global 21st century facilitation and leadership methodology.

During his career life, Mr. Taylor has gained his practical and field experience through his various significant positions and dedication as the **Multinational/Corporate Senior Management Consultant, Business Consultant/Facilitator, Business Consultant/Coach, Client Director, International Sales & Business Development Manager, Administration Manager, Regional Sales Manager, Contracts Manager, National Key Accounts Manager, Finance Manager, Quality Manager, Commercial Sales & Marketing Consultant, Communication Specialist, Sales & Marketing Representative, Key Note Speaker and Instructor/Trainer** for various international companies such as the Highland Group, Business Development & B2B Consulting, Knowledge-Solution Leadership & Innovation Consulting, DI Management Solutions (BPO), RMG/Contact Media & Communications, Paul Dinsdale Properties (PDP), Giant Leap Architects, Wise Capital Investments (HOD), Evolution® Advertising, Collaborative Xchange, Leatt Corporation, Dentsply SA, Binzagr Company, Lilly Direct/Lennon Generics and Bausch & Lomb.

Mr. Taylor has **Master's** degree in **Leadership & Innovation, Business Administration** and **Business Leadership** as well as a **Bachelor's** degree in **Physical Education** and pursuing **PhD** in **Global Governance & Energy Policy**. Further, he is a **Certified Instructor/Trainer, Certified Internal Verifier/Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and a member of Incremental Advantage, Da Vinci Institute, Black Management Forum, Institute of Directors (IOD), World Future Society (WFS), Social Science Research Network, University of Kwazulu Natal (Alumnus), Anthropology & Archaeology Research Network and National Research Foundation (NRF). He has further delivered numerous trainings, courses, workshops, seminars and conferences globally.



Accommodation

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

Course Program

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

Day 1

0730 – 0800	<i>Registration & Coffee</i>
0800 – 0815	<i>Welcome & Introduction</i>
0815 – 0830	PRE-TEST
0830 – 0900	Introduction to Negotiating <i>Negotiating Styles & Behavior • Practical Models and Strategies • The Benefits of Effective Negotiation • Avoiding Miscommunication • Identifying the Main Traps to Effective Negotiating</i>
0900 – 0930	Adapting Best Practice Negotiation Models & Styles <i>Creating your Customized Toolkit • Implementing your Preferred Approach</i>
0930 – 0945	<i>Break</i>
0945 – 1100	The Power of Preparation <i>Forewarned is Forearmed • Understanding your Wants • What is Most Important to You • Identifying the Leverages</i>
1100 – 1215	Identifying Interpersonal Components of Successful Negotiations <i>Focusing Emotional Intelligence Skills • Distinguishing and Responding to Communication Styles • Selecting a Communication Approach that Builds Collaboration</i>
1215 – 1230	<i>Break</i>
1230 – 1330	Convincing & Influencing Styles & Successful Influencing -The Components
1330 – 1420	Communicating Influentially
1420 – 1430	Recap
1430	<i>Lunch & End of Day One</i>

Day 2

0730 – 0830	Finding Out What Others Want
0830 – 0930	Your Communication Style
0930 – 0945	<i>Break</i>
0945 – 1030	How Misunderstandings & Miscommunication Arise
1030 – 1115	Defining Outcomes for Success
1115 – 1215	Breaking Free from Chronic Problem-Centred Approaches to Issues
1215 – 1230	<i>Break</i>
1230 – 1420	Developing & Maintaining Rapport
1420 – 1430	Recap
1430	<i>Lunch & End of Day Two</i>

Day 3

0730 – 0930	<i>Tuning into Others' Physiology, Voice, & Language</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>Convincing & Influencing Back in the Work Place</i>
1030 – 1115	<i>Predicting & Handling Questions & Objections</i>
1115 – 1215	<i>The Building Blocks for Agreement</i>
1215 – 1230	<i>Break</i>
1230 – 1245	<i>Action Planning</i>
1245 – 1345	<i>The Principles of Convincing & Influencing People</i>
1345 – 1400	<i>Course Conclusion</i>
1400 – 1415	POST-TEST
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

Practical Sessions/Site Visit

70% of this highly-interactive course is hands-on practical sessions. Theory learnt (30%) will be applied using various role-plays, case studies and practical sessions.



Course Coordinator

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