

**COURSE OVERVIEW SS1002**  
**Successful Negotiator**

**Course Title**

Successful Negotiator

**Course Date/Venue**

Session 1: August 30-September 03, 2026/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE

Session 2: December 20-24, 2026/Sur Meeting Room, Royal Tulip Muscat, Muscat, Oman



**Course Reference**

SS1002

**Course Duration/Credits**

Five Days/3.0 CEUs/30 PDHs



**Course Description**



***70% 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 negotiation skills. It covers the negotiation philosophies and the good negotiator; the persuasion versus negotiation; the self-assessment and pre-negotiation preparation; the personal strengths and weaknesses; the emotional intelligence, characteristics of a good negotiator and the five stages of the negotiation process; the barriers to effective negotiation and when to use a team during negotiation; the 7 milestone of the sales process; and the different buyer's roles and the buyers decision process.



During this interactive course, participants will learn the the strategies for the phases of the buyer's decision process; the SPIN selling model; the negotiation tools for success, creativity and problem solving techniques, creativity tools and decision making techniques; the communication skills, conflict management styles, concession management, tactics and counter-measures; the different levels of negotiation rules; preparing "the envelope of negotiation" and mastering the "rule of halves"; setting a concession-making timeline; the negotiable issues, creating alternatives and the most common negotiating mistakes; and the advanced negotiation tactics.

### Course Objectives/Outcomes & Benefits for the Participants

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

- Get certified as a “*Certified Negotiator*”
- Discuss negotiation philosophies, the good negotiator and persuasion versus negotiation
- Apply self assessment and pre-negotiation preparation as well as identify your own personal strengths and weaknesses
- Develop your emotional intelligence, describe the characteristics of a good negotiator and identify the five stages of the negotiation process
- Recognize the barriers to effective negotiation and when to use a team during negotiation
- Master commercial negotiation and explain selling versus negotiating
- Identify the 7 milestone of the sales process, the different buyer’s roles and the buyers decision process
- Illustrate the strategies for the phases of the buyer’s decision process including the SPIN selling model
- Apply negotiation tools for success, creativity and problem solving techniques, creativity tools and decision making techniques
- Carryout communication skills, conflict management styles, concession management, tactics and counter-measures
- Identify the different levels of negotiation rules, prepare “the envelope of negotiation”, master the “rule of halves” and set a concession-making timeline
- Sort negotiable issues, create alternatives, identify the most common negotiating mistakes and apply advanced negotiation tactics

### 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 negotiation skills for marketing and sales professionals, corporate executives, advertising managers, business development managers, sales personnel, purchasers and those who are involved in commercial and negotiation activities at all levels of the organization.

### Course Fee

**US\$ 5,500** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

**Course Certificate(s)**

- (1) Internationally recognized Competency Certificates and Plastic Wallet Cards will be issued to participants who completed a minimum of 80% of the total tuition hours and successfully passed the exam at the end of the course. Certificates are valid for 5 years.

**Recertification is FOC for a Lifetime.**

**Sample of Certificates**

The following are samples of the certificates that will be awarded to course participants:-



- (2) Official Transcript of Records will be provided to the successful delegates with the equivalent number of ANSI/IACET accredited Continuing Education Units (CEUs) earned during the course.


**Haward Technology Middle East**  
 Continuing Professional Development (HTME-CPD)

CEUs

### CEU Official Transcript of Records

**TOR Issuance Date:** 14-Nov-21  
**HTME No.** 8667-2014-9020-2555  
**Participant Name:** Abdulsatar Al Otaibi

Program Ref.	Program Title	Program Date	No. of Contact Hours	CEU's
SS1002	The Certified Negotiator	November 10-14, 2021	26	2.6

**Total No. of CEU's Earned as of TOR Issuance Date** **2.6**

**TRUE COPY**

  
**Jaryl Castillo**  
 Academic Director

Haward Technology has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this approval, Haward Technology has demonstrated that it complies with the ANSI/IACET 1-2013 Standard which is widely recognized as the standard of good practice internationally. As a result of their Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for programs that qualify under the ANSI/IACET 1-2013 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 Association 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 is accredited by










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### 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 **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 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. Carl Jansen**, PhD, MSc, Bed, BA, B-Tech, is a **Senior Management Consultant** with over **30 years** of extensive experience in **Leadership & Team Building, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Creative Thinking & Problem-Solving** Techniques, **Emotional Intelligence, Presentation Skills, Public Speaking, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business**

**Writing Skills, Business Ethics & Etiquette, Conflict Management, Change Management, Negotiation Skills, Office Management & Administration Skills, Time & Stress Management, Crisis Management, Organizational Development, Strategic Human Resources Management, Performance Assessment & Appraisal, Talent Management, Career Development & Succession Planning, Planning & Organizing Skills, Designing a Training Plan, Competency Management, Training Needs Analysis (TNA), Resource Optimization, Job Evaluation & Analysis, Statistical Quality Improvement, Total Quality Management, Strategic Business & Marketing Plan Development, Marketing Management, Financial Management, Sales & Operations Management, Budgeting Skills, Economic Engineering, Investment & Economic Analysis, Project Management, Project Leadership, Logistics Operations, Strategic Transport Planning, Transport System, Fleet Planning, Routing & Scheduling, Transport Cost Concepts & Elements, Costing Vehicles & Trips, Tariff Fixing, Supply Chain & Operations Management, Logistics & Production Planning and Cost Reduction Techniques.**

During his career life, Dr. Jansen has gained his practical and field experience through his various significant positions and dedication as the **Commercial Director, Campus Director & North/South Region Lead, General Manager, Capacity Development Manager, Marketing Manager, Portfolio Marketing Manager, Area Manager, Operations Manager Turbulator, Executive Technologist, Technician & Senior Lecturer, Academic Coordinator, New Business Development Consultant** and **Lead Researcher** for the University of the Western Cape, Pearson Institute of Higher Education, CTI Education Group, Pretoria/Cape Town/Potchefstroom Campus, HUAWEI, CentraTel, GlenYare, Telkom and Betlehem Technologies Lesotho (BTL).

Dr. Jansen is a **Registered Professional Engineering Technologist** and has a **PhD** in **Leadership**, an **MBA** degree, a **BEd Hons** degree in **Education Management**, a **BA** degree major in **Economics** and **Psychology** and a **B-Tech** degree in **Telecommunications**. Further, he is a **Certified Instructor/Trainer**, a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership and Management (ILM)** and a member of the **Engineering Council of South Africa** and has delivered numerous trainings, courses, workshops, seminars and conferences internationally.

**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 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 &amp; Coffee</i>
0800– 0815	<i>Welcome &amp; Introduction</i>
0815 – 0830	<b>PRE-TEST</b>
0830– 0900	<b><i>What Negotiation is Really All About</i></b>
0900 – 0930	<b><i>The Many Faces of a Negotiation</i></b>
0930 – 0945	<i>Break</i>
0945 -1030	<b><i>Some Negotiation Philosophies</i></b>
1030 - 1115	<b><i>The Urge for Being a Good Negotiator</i></b>
1115 - 1200	<b><i>Persuasion Versus Negotiation</i></b>
1200 – 1215	<i>Break</i>
1215- 1330	<b><i>Self-assessment: The “Negotiating Style Profile”</i></b>
1330 - 1420	<b><i>Setting the Stage: Pre-negotiation Preparation</i></b>
1420 – 1430	<b>Recap</b>
1430	<i>Lunch &amp; End of Day One</i>

**Day 2**

0730 - 0830	<b><i>Understanding Your Own Personal Strengths &amp; Weaknesses</i></b>
0830 – 0930	<b><i>Developing Your Emotional Intelligence</i></b>
0930 – 0945	<i>Break</i>
0945 – 1030	<b><i>Characteristics of a Good Negotiator</i></b>
1030 – 1130	<b><i>The Five Stages of the Negotiation Process</i></b>
1130 - 1200	<b><i>Barriers to Effective Negotiation</i></b>
1200 – 1215	<i>Break</i>
1215 – 1300	<b><i>Team Negotiation: When to Use a Team</i></b>
1300 - 1420	<b><i>Mastering Commercial Negotiation</i></b>
1420 – 1430	<b>Recap</b>
1430	<i>Lunch &amp; End of Day Two</i>

**Day 3**

0730 - 0830	<i>Selling Versus Negotiating</i>
0830 - 0930	<i>The 7 Milestones of the Sales Process</i>
0930 - 0945	<i>Break</i>
0945 - 1030	<i>Identifying the Different Buyer's Roles</i>
1030 - 1130	<i>The Buyer's Decision Process</i>
1130 - 1200	<i>Strategies for the Phases of the Buyer's Decision Process</i>
1200 - 1215	<i>Break</i>
1215 - 1300	<i>The SPIN Selling Model (Situation Questions, Problem/Opportunity Questions, Implication Questions, Need-Payoff Questions)</i>
1300 - 1420	<i>Negotiation Tools for Success</i>
1420 - 1430	<i>Recap</i>
1430	<i>Lunch &amp; End of Day Three</i>

**Day 4**

0730 - 0830	<i>Creativity &amp; Problem Solving Techniques</i>
0830 - 0930	<i>Creativity Tools</i>
0930 - 0945	<i>Break</i>
0945 - 1030	<i>Decision Making Techniques</i>
1030 - 1130	<i>Communication Skills</i>
1130 - 1200	<i>Conflict Management Styles</i>
1200 - 1215	<i>Break</i>
1215 - 1300	<i>Concession Management, Tactics &amp; Counter-Measures</i>
1300 - 1420	<i>Different Levels of Negotiation Rules</i>
1420 - 1430	<i>Recap</i>
1430	<i>Lunch &amp; End of Day Four</i>

**Day 5**

0730 - 0830	<i>Preparing "The Envelope of Negotiation"</i>
0830 - 0930	<i>Mastering the "Rule of Halves"</i>
0930 - 0945	<i>Break</i>
0945 - 1030	<i>Setting a Concession-Making Timeline</i>
1030 - 1130	<i>Sorting Negotiable Issues &amp; Creating Alternatives</i>
1130 - 1145	<i>Break</i>
1145 - 1215	<i>The Most Common Negotiating Mistakes</i>
1215 - 1245	<i>Advanced Negotiation Tactics</i>
1245 - 1300	<i>Course Conclusion</i>
1300 - 1400	<b>COMPETENCY EXAM</b>
1400 - 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch &amp; End of Course</i>

### **Practical Sessions**

70% 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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