COURSE OVERVIEW SS1366-3D
Negotiation and Persuasion Skills

Course Title
Negotiation and Persuasion Skills



Course Date/Venue
December 06-08, 2026/TBA Meeting Room, Royal Tulip Muscat, Muscat, Oman

Course Reference
SS1366-3D

Course Duration/Credits
Three days/1.8 CEUs/18 PDHs

Course Description







This practical and highly-interactive course includes various practical sessions and exercises. Theory learnt will be applied using our software tools.

This course is designed to provide participants with a detailed and up-to-date overview of Negotiation and Persuasion Skills. It covers the importance and principles of effective negotiation, types of negotiation and key characteristics and competencies of successful negotiators; the negotiation styles and strategies and effective communication skills in negotiation; the fundamentals of persuasion and influence and emotional intelligence in negotiation; and preparing for successful negotiations and strategic negotiation planning and positioning.

Further, the course will also discuss the advanced persuasion techniques, influencing strategies, effective bargaining and negotiation tactics; handling objections, resistance and difficult negotiators; the conflict resolution and managing challenging negotiations; building persuasive presentations and influential messages; the advanced negotiation strategies and decision-making; negotiating across cultures and diverse stakeholders; and the persuasion and influence in professional relationships.

During this interactive course, participants will learn the effective closing techniques, managing final concessions and confirming agreement terms, responsibilities, deliverables and commitments; evaluating negotiation results against objectives, performance criteria and managing post-negotiation communication and agreement implementation; maintaining trust, professional relationships and stakeholder satisfaction; and identifying lessons learned and opportunities for continuous improvement.

Course Objectives/Outcomes & Benefits for the Participants

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

- Apply and gain a good working knowledge on negotiation and persuasion skills
- Discuss the importance and principles of effective negotiation, types of negotiation and key characteristics and competencies of successful negotiators
- Identify negotiation styles and strategies and apply effective communication skills in negotiation
- Explain the fundamentals of persuasion and influence and carryout emotional intelligence in negotiation
- Prepare for successful negotiations and apply strategic negotiation planning and positioning
- Employ advanced persuasion techniques, influencing strategies, effective bargaining and negotiation tactics
- Handle objections, resistance and difficult negotiators and apply conflict resolution and managing challenging negotiations
- Build persuasive presentations and influential messages as well as carryout advanced negotiation strategies and decision-making
- Negotiate across cultures and diverse stakeholders and apply persuasion and influence in professional relationships
- Apply effective closing techniques, manage final concessions and confirm agreement terms, responsibilities, deliverables and commitments
- Evaluate negotiation results against objectives and performance criteria and manage post-negotiation communication and agreement implementation
- Maintain trust, professional relationships and stakeholder satisfaction and identify lessons learned and opportunities for continuous improvement

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 and persuasion skills for Chief Executive Officers (CEOs) and managing directors, directors and senior managers, general managers and department heads, project managers, business development managers, sales and marketing managers, procurement and contract managers, human resources managers and professionals, customer relations and client services managers, account managers and key account executives, team leaders, supervisors and middle managers.

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: -

- 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.

- 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 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. Chris Le Roux, PhD, M.Com, B.Com (Hons), PMP, Industrial Psychologist (HPCSA Reg.), PMI-ATP Instructor PMI-PMP, PMI-CAPM Instructor is a **Senior Management Consultant & Project Management Professional** with over **30 years** of combined engineering, managerial, consulting, counseling, and international training experience across Africa, the Middle East, the Gulf region, and Europe. His expertise lies extensively in the areas of **Project & Contracts** Management Skills, **Project & Construction** Management, **Project** Planning, Scheduling, Cost Control, and Earned Value Management, **Project** Management (**Predictive**, **Agile**, and **Hybrid**), **PMO** setup and governance, Project Delivery & Governance Framework, **Project** Management Practices, **Project** Management Disciplines, **Risk** and **Contract** Management (including contract development, tendering, dispute resolution, and claims), **Risk** Identification Tools & Techniques, **Project** Life Cycle, **Stakeholder Management** and **Communication**, **Performance Coaching** and **Difficult Conversations**, **Project Management** Processes, **Project Integration** Management, **Project** Management Plan, **Project Work** Monitoring & Control, **Project Scope** Management, **Project Time** Management, **Project Cost** Management, **Project Quality** Management, **Quality** Assurance, **Project Human Resource** Management, **Project Communications** Management, **Leadership Orientation** Programme, **Leadership & Team** Development, Psychology of **Leadership**, **Interpersonal Skills & Teamwork**, **Coaching & Mentoring**, **Innovation & Creativity**, **Leadership & Performance** Management, **Leadership Communication**, **Leadership Excellence** for Senior Management, **Supervisory**, **Leadership**, **Coaching & Mentoring**, **Leadership**, **Communications** & Interpersonal Skills, Administrative Leadership Skills, **Office Management & Administration** Skills, **Contract** Management, **Tender** Development, **Contract** Standards & Laws, **Dispute Resolution** & **Risk** Identification, Myers-Briggs Type Indicator (**MBTI**), **Organization** Development Consultation, Advanced Debriefing of **Emotional** Trauma, **Interpersonal Motivation**, **Model Based Interviewing**, **Coaching & Motivation**, **Creative Thinking & Problem-Solving** Techniques, **Emotional Intelligence** and **Resilience**, **Presentation** Skills, **Communication & Interpersonal** Skills, Effective **Communication & Influencing** Skills, Effective **Business Writing Skills**, **Writing** Business Documents, **Business Writing** (Memo & Report Writing), Controlling Your **Time & Managing Stress**, **Crisis** Management and **Decision-Making Under Pressure**; and **Customer Experience**, **Service Excellence**, and **Negotiation Skills**, Strategic **Human Resources** Management, **Change** Management and **Organizational** Development, **Human Capital** and **Talent** Management (succession planning, performance management, competency frameworks, and behavioral assessment), **Strategic Planning** and **Execution**, Project **Risk** Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding **Customer** Expectations, **Corporate Governance** Best Practice, **Business Performance** Management & Improvement, Building Environment of **Trust & Commitment**, **Win-Win Negotiation** Strategies, **Quality Improvement & Resource** Optimization, Neuro Linguistic Programming (**NLP**), **Personal Resilience** Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, **Career** Management, Situation & Behaviour Analysis, Interpersonal **Motivation** Skills, **Inventory** Management and **Financial** Administration. Further, he has also led or supported Training Needs Analyses **(TNA)**, large-scale capability development programs, and leadership pipelines for technical, operational, and graduate employees.

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Training & Development General Manager**, **Departmental Head (Electrical)**, **Project Manager**, **Account Manager**, **Commercial Sales Manager**, **Manager**, **Sales Engineer**, **Project Specialist**, **Psychology Practitioner**, **Senior Consultant/Trainer**, **Business Consultant**, **Assistant Chief Education Specialist**, **ASI Coordinator**, **Part-time Lecturer/Trainer**, **PMP & Scrum Trainer**, **Assessor & Moderator**, **Team Leader**, **Departmental Head**, **Senior HR Consultant**, **Senior Lecturer / Academic Supervisor**, **Technical Instructor/Qualifying Technician**, **Apprentice Electrician: Signals**, **International Trainer**, and **Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars and CBM Training.

Dr. Le Roux has a **PhD** in **Leadership** in **Performance & Change**, a **Master's** degree in **Human Resource Management**, a **Bachelor's** degree (with Honours) in **Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Qualified Electrical & Mechanical Engineering** from **Germiston College**, **South Africa**. Further, he is a **Certified Project Management Professional** (**PMP**), a **PMI Authorized Training Partner** (**ATP**) **Instructor**, a **Certified Associate** in **Project Management** (**PMI-CAPM**), a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management** (**ILM**). Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator**, **Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

Training Methodology

Our courses employ an interactive, learner-centred methodology that integrates theoretical knowledge with practical application. The training is delivered through a suitable combination of some or all of the following methods, selected according to the course content and learning objectives:

- Instructor-led presentations and facilitated discussions
- Practical workshops and participant presentations
- Hands-on exercises and real-world case studies
- Equipment demonstrations and technical drawings
- Hardware- and software-based simulations
- Gamification & Role Play in soft-skills courses only
- Virtual Reality (VR) and Augmented Reality (AR)
- Instructional videos and other relevant training resources

This blended approach encourages active participation, strengthens practical skills and supports the effective application of acquired knowledge in the workplace.

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 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.

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: ***Sunday, 06th of December 2026***

0730 – 0800	*Registration & Coffee*
0800 – 0815	*Welcome & Introduction*
0815 – 0830	***PRE-TEST***
0830 – 0930	***Introduction to Negotiation & Persuasion Skills*** *Definition, Importance & Principles of Effective Negotiation • Differences Between Negotiation, Persuasion & Influence • Types of Negotiation: Distributive Versus Integrative Approaches • Key Characteristics & Competencies of Successful Negotiators*
0930 – 0945	*Break*
0945 – 1030	***Understanding Negotiation Styles & Strategies*** *Identifying Different Negotiation Styles & Behavioral Approaches • Competitive, Collaborative, Compromising, Accommodating & Avoiding Styles • Recognizing Personal Negotiation Strengths & Areas for Improvement • Selecting Appropriate Negotiation Strategies for Different Situations*

1030 – 1130	***Effective Communication Skills in Negotiation*** *Principles of Clear, Assertive & Professional Communication • Active Listening Techniques & Effective Questioning Skills • Understanding Verbal, Nonverbal & Paraverbal Communication • Overcoming Communication Barriers & Preventing Misunderstandings*
1130 – 1215	***Fundamentals of Persuasion & Influence*** *Understanding the Psychology of Persuasion & Decision-Making • Applying Credibility, Reciprocity, Social Proof & Authority Principles • Developing Persuasive Arguments Supported by Facts & Evidence • Distinguishing Ethical Persuasion from Manipulation & Coercion*
1215 – 1230	*Break*
1230 – 1330	***Emotional Intelligence in Negotiation*** *Understanding Emotional Intelligence & Its Impact on Negotiation Outcomes • Developing Self-Awareness, Emotional Regulation & Empathy • Recognizing Emotional Triggers & Managing Negotiation Pressure • Building Trust, Rapport & Positive Professional Relationships*
1330 – 1420	***Preparing for Successful Negotiations*** *Establishing Clear Negotiation Objectives, Priorities & Desired Outcomes • Identifying Interests, Positions, Needs & Expectations of Stakeholders • Understanding BATNA (Best Alternative to a Negotiated Agreement) & Reservation Points • Conducting Negotiation Research, Information Gathering & Preparation Exercises*
1420 – 1430	***Recap*** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day One*

Day 2: ***Monday, 07th of December 2026***

0730 – 0830	***Strategic Negotiation Planning & Positioning*** *Developing Comprehensive Negotiation Plans & Tactical Approaches • Analyzing Stakeholder Interests, Motivations & Decision-Making Authority • Assessing Negotiation Power, Leverage & Sources of Influence • Establishing Negotiation Targets, Concession Limits & Walk-Away Points*
0830 – 0930	***Advanced Persuasion Techniques & Influencing Strategies*** *Applying Logical, Emotional & Credibility-Based Persuasion Techniques • Framing Messages to Influence Perceptions & Decision-Making • Using Storytelling, Analogies & Evidence to Strengthen Persuasive Arguments • Adapting Persuasion Strategies to Different Personalities & Communication Styles*
0930 – 0945	*Break*
0945 – 1100	***Effective Bargaining & Negotiation Tactics*** *Understanding Anchoring, Opening Offers & Counteroffer Strategies • Applying Concession Planning, Trading Variables & Value Creation Techniques • Recognizing Common Negotiation Tactics, Pressure Techniques & Bluffing • Managing Deadlines, Silence, Information Exchange & Negotiation Momentum*

1100 – 1215	***Handling Objections, Resistance & Difficult Negotiators*** *Identifying the Root Causes of Objections, Resistance & Disagreement • Applying Effective Techniques for Addressing Concerns & Counterarguments • Managing Aggressive, Defensive, Uncooperative & Dominant Negotiators • Using Reframing, Clarification & Problem-Solving to Overcome Negotiation Barriers*
1215 – 1230	*Break*
1230 – 1330	***Conflict Resolution & Managing Challenging Negotiations*** *Understanding Sources, Types & Stages of Conflict in Negotiations • Applying Conflict Resolution, Mediation & Collaborative Problem-Solving Techniques • Managing Emotional Escalation, Tension & High-Pressure Situations • Transforming Disagreements into Constructive Discussions & Mutually Beneficial Solutions*
1330 – 1420	***Building Persuasive Presentations & Influential Messages*** *Structuring Persuasive Messages Using Clear Objectives & Key Arguments • Developing Compelling Proposals, Recommendations & Business Cases • Using Powerful Language, Confidence & Positive Body Language • Practical Exercises on Persuasive Communication, Objection Handling & Negotiation Scenarios*
1420 – 1430	***Recap*** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Two*

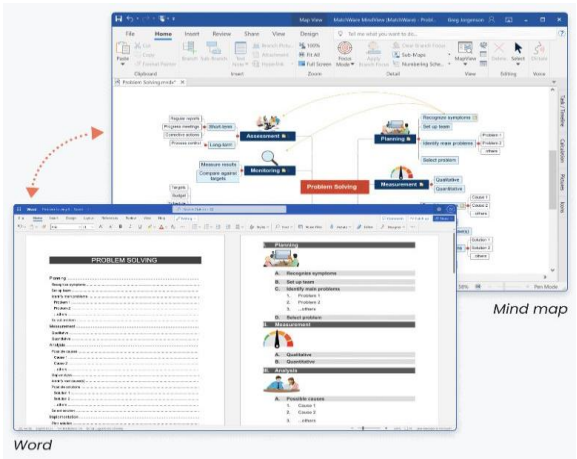
Day 3: ***Tuesday, 08th of December 2026***

0730 – 0830	***Advanced Negotiation Strategies & Decision-Making*** *Applying Win-Win Negotiation Strategies & Interest-Based Bargaining • Balancing Competitive Positioning with Collaborative Value Creation • Evaluating Negotiation Alternatives, Trade-Offs & Potential Outcomes • Applying Critical Thinking & Strategic Decision-Making During Negotiations*
0830 – 0930	***Negotiating Across Cultures & Diverse Stakeholders*** *Understanding Cultural Differences in Negotiation & Persuasion • Adapting Communication & Negotiation Styles to Multicultural Environments • Managing Differences in Expectations, Business Etiquette & Decision-Making • Building Trust & Long-Term Relationships with Diverse Stakeholders*
0930 – 0945	*Break*
0945 – 1030	***Persuasion & Influence in Professional Relationships*** *Influencing Colleagues, Managers, Clients & External Stakeholders • Negotiating Effectively Without Formal Authority or Positional Power • Building Stakeholder Commitment Through Trust, Credibility & Collaboration • Applying Persuasion Techniques in Meetings, Presentations & Business Discussions*
1030 – 1115	***Closing Negotiations & Securing Agreements*** *Recognizing Buying Signals, Agreement Readiness & Closing Opportunities • Applying Effective Closing Techniques & Managing Final Concessions • Confirming Agreement Terms, Responsibilities, Deliverables & Commitments • Documenting Negotiated Agreements & Establishing Follow-Up Mechanisms*

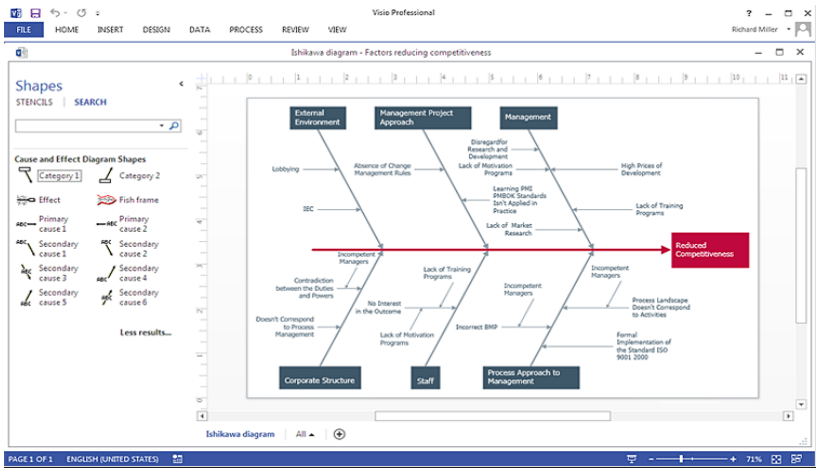
1215 – 1230	*Break*
1230 – 1245	***Managing Negotiation Outcomes & Long-Term Relationships*** *Evaluating Negotiation Results Against Objectives & Performance Criteria • Managing Post-Negotiation Communication & Agreement Implementation • Maintaining Trust, Professional Relationships & Stakeholder Satisfaction • Identifying Lessons Learned & Opportunities for Continuous Improvement*
1245 – 1345	***Practical Negotiation Simulations & Personal Development*** *Conducting Role-Playing Exercises Based on Realistic Workplace Negotiation Scenarios • Applying Persuasion, Bargaining, Conflict Resolution & Closing Techniques • Evaluating Individual Negotiation Performance Through Feedback & Peer Assessment • Developing a Personal Action Plan to Strengthen Negotiation & Persuasion Skills*
1345 – 1400	***Course Conclusion*** *Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course*
1400 – 1415	***POST-TEST***
1415 – 1430	*Presentation of Course Certificates*
1430	*Lunch & End of Course*

Software Tools Demonstration

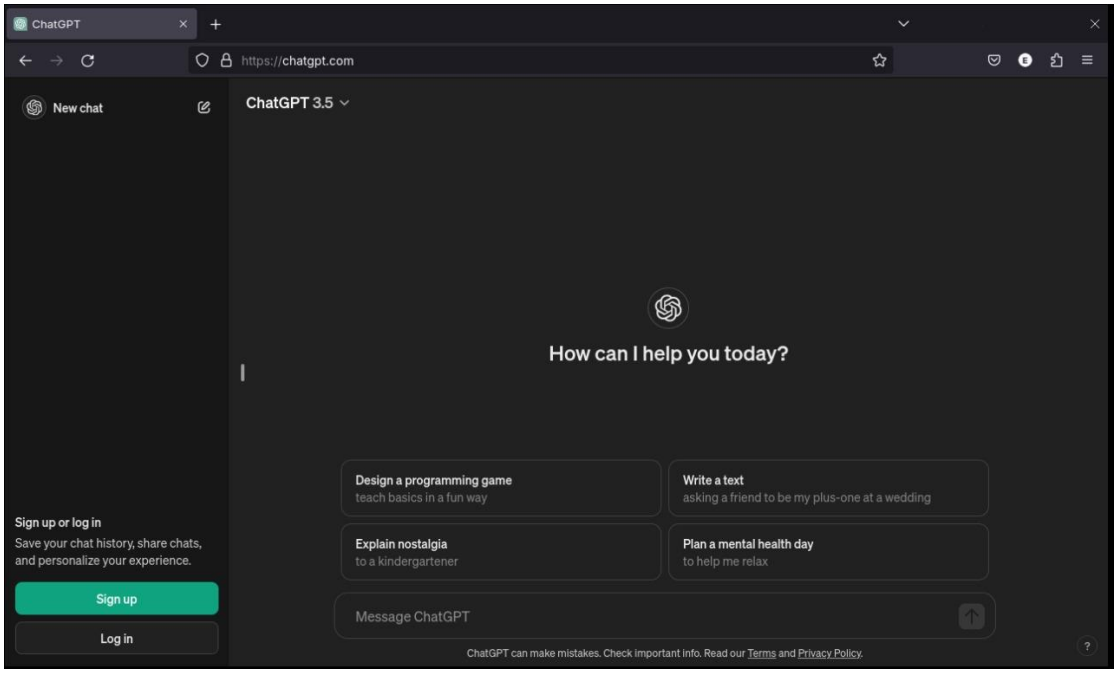
Practical sessions will be demonstrated through software tools during the course for delegates. Delegates will have an opportunity to understand the exercises using the "Mindview Software", "Visio Software", "ChatGPT" and "PMI Infinity".



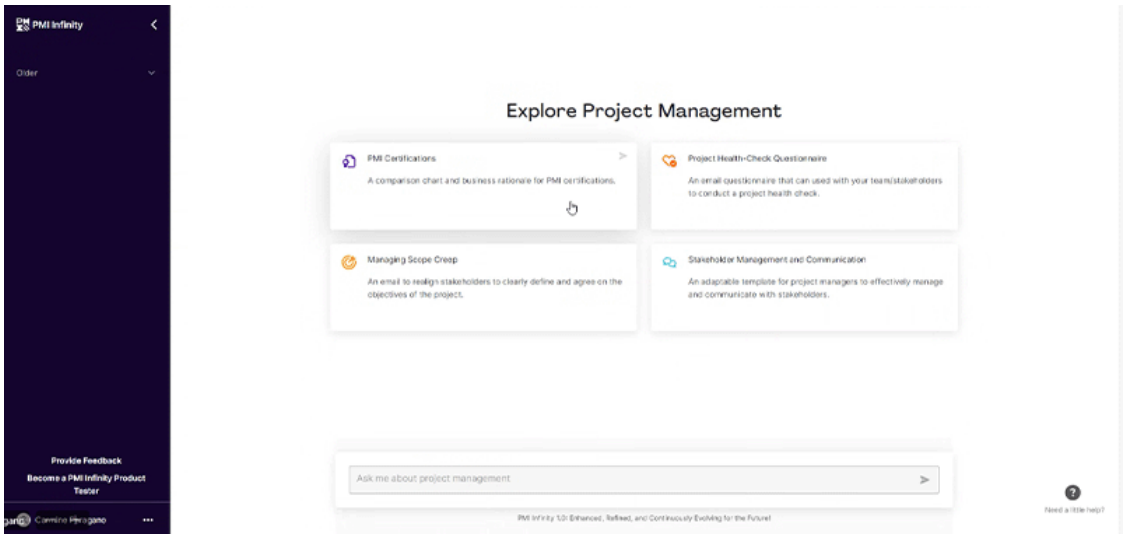
Mindview Software



Visio Software



ChatGPT Software



PMI Infinity

Course Coordinator

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