

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

**Course Title**

Successful Negotiator Training

**Course Date/Venue**

Session 1: August 18-22, 2024/Boardroom 1, Elite Byblos Hotel Al Barsha, Sheikh Zayed Road, Dubai, UAE

Session 2: October 06-10, 2024/Boardroom 1, Elite Byblos Hotel Al Barsha, Sheikh Zayed Road, Dubai, UAE



**Course Reference**

SS1002

**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.p***



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

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 “Howard Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials, sample video clips of the instructor’s actual lectures & practical sessions during the course 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® (Howard 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 \* CEUs \* Haward Technology \* CEUs \* Haward Technology \* CEUs \* Haward Technology \*



**Haward Technology Middle East**

Continuing Professional Development (HTME-CPD)



### 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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\* Haward Technology \* CEUs \* Haward Technology \* CEUs \* Haward Technology \* CEUs \* Haward Technology \*

## Certificate Accreditations


Certificates are accredited by the following international accreditation organizations: -

- 
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.

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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.

## 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. Chris Le Roux**, PhD, MSc, BSc, PMI-PMP, PMI-CAPM is a **Senior Project & Management Consultant** with over **45 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of **Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling & Control, Project Management, Project Delivery & Governance Framework, Project Management Practices, Project Management Disciplines, Project Risk Management, Risk Identification Tools & Techniques, Project Life Cycle, Project Stakeholder & Governance, 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, 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, Leadership Orientation Programme, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Leadership & Team Building, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Office Management & Administration Skills, Controlling Your Time & Managing Stress, Crisis Management, Strategic Human Resources Management, Change Management, Negotiation Skills, Strategic Planning, 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 is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis. He was the **Psychologist & Project Manager** wherein he was responsible in the project management and private psychology practices.**

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Director, Medico Legal Assessor Psychologist, Training & Development General Manager, Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior HR Consultant, Senior Lecturer, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals 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, CBM Training, just to name a few.

Dr. Le Roux has a **PhD in Commerce Major 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 **Electrical & Mechanical Engineering**. Further, he is a **Certified Project Management Professional (PMI-PMP)**, 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

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

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 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><i>Recap</i></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><i>Recap</i></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**

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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