



# The Art of Influential Negotiating in Business

*Elevate Your Negotiation Game, Transform Outcomes*

**Registration**



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# Course Overview

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In today's fast-paced and competitive business environment, the ability to negotiate effectively is more crucial than ever. "The Art of Influential Negotiating in Business" is designed to empower professionals with the skills and strategies needed to navigate complex negotiations with confidence. Through a blend of theoretical knowledge and practical exercises, participants will learn how to leverage their negotiation strengths, understand the psychology of bargaining, and apply tactical approaches to achieve optimal outcomes. This course is not just about getting what you want; it's about forging win-win solutions that foster long-term relationships and success.

Participants will embark on a transformative journey to uncover the subtleties of negotiation, from preparing effectively and setting the right tone, to mastering the art of persuasion and closing deals gracefully. Whether you are a seasoned executive or an emerging leader, this course will elevate your negotiation skills to the next level, enabling you to become a more persuasive communicator and strategic thinker.

# Course

# Objectives

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- **Understand the fundamental principles of effective negotiation.**
- **Develop strategies for preparation and goal setting before negotiations.**
- **Learn to read and influence the behavior of negotiation counterparts.**
- **Master techniques for managing conflicts and overcoming impasses.**
- **Practice negotiation tactics that ensure a win-win outcome for all parties.**
- **Enhance communication skills to articulate demands clearly and persuasively.**
- **Gain insights into the psychological aspects of negotiation.**
- **Acquire the ability to adapt negotiation styles to different contexts and personalities.**
- **Understand how to use leverage and power dynamics ethically and effectively.**
- **Build confidence in negotiating through practical exercises and real-life scenarios.**

# Course

# Benefits

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- **Improved negotiation outcomes with strategies tailored for business success.**
- **Enhanced ability to build and maintain strong professional relationships.**
- **Increased confidence in negotiation settings, reducing stress and uncertainty.**
- **Deeper understanding of different negotiation styles and how to counter them.**
- **Practical experience through role-playing exercises and feedback.**
- **Insights into avoiding common negotiation pitfalls.**
- **Skills to negotiate better salaries, contracts, and business deals.**
- **Knowledge to navigate complex negotiations with multiple stakeholders.**
- **Tools to create more value in negotiations for oneself and one's organization.**
- **Empowerment to make informed decisions and negotiate from a position of strength.**

# Overview of **Lesson Topics**

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- **Introduction to Negotiation: Understanding the Art and Science**
- **Preparation and Goal Setting: Laying the Foundation for Success**
- **Communication Skills for Negotiators: Speaking and Listening for Impact**
- **Psychological Tactics and Emotional Intelligence: Influencing with Insight**
- **Strategies for Conflict Resolution: Turning Challenges into Opportunities**
- **Negotiation Styles and Adaptability: Flexing to Fit the Situation**
- **Power, Leverage, and Ethics: Navigating the Dynamics with Integrity**
- **Advanced Techniques and Closing Deals: Securing Optimal Outcomes**
- **Practical Application and Role-Playing: Learning by Doing**
- **Reflection and Continuous Improvement: The Path Forward**

# Module 1

## Understanding the Foundations of Effective Negotiation

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### Module Objective

Equip participants with a thorough understanding of the fundamental principles that underpin successful negotiations. This foundation will enable them to approach negotiations with confidence and strategic insight.

### Module Content

- 1. Introduction to Negotiation Principles:** Explore the essential concepts and the importance of negotiation in a business context.
  - a. The definition and scope of negotiation.
  - b. Common misconceptions about negotiation.
- 2. Setting Goals and Objectives:** How to define clear, achievable negotiation outcomes.
  - a. Identifying personal and organizational negotiation goals.
  - b. Understanding the importance of BATNA.
- 3. Preparation Techniques:** Key strategies for effective negotiation preparation.
  - a. Researching counterparts and understanding their needs.
  - b. Assessing your negotiation leverage and weaknesses.
- 4. Interactive Exercise: Role-Play Scenarios:** Participants engage in structured role-playing exercises to apply preparation techniques in a controlled, supportive environment.
  - a. Practice sessions with feedback from peers and facilitators.
- 5. Negotiation Game:** A fun, interactive game designed to illustrate negotiation principles and encourage team-building.
  - a. Teams negotiate in a mock scenario to achieve the best possible outcome.

### Module Benefit

Participants will leave with a solid foundation in negotiation principles, including how to prepare effectively and set clear objectives. They will understand the importance of preparation and goal-setting in achieving successful negotiation outcomes. This knowledge will enhance their confidence in negotiation situations and improve their ability to achieve favorable results.

## Module 2

# Enhancing Communication and Psychological Tactics

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### Module Objective

To develop participants' communication skills and introduce psychological tactics that can be used to influence negotiation outcomes positively. This module aims to refine the art of persuasion and the strategic use of emotional intelligence in negotiations.

### Module Content

- 1. Advanced Communication Skills: Delving into the nuances of negotiation communication.**
  - a. The power of active listening and how to practice it.
  - b. Techniques for persuasive speaking and assertiveness.
- 2. Emotional Intelligence in Negotiations: Understanding and leveraging emotions for mutual benefit.**
  - a. Recognizing your own emotional triggers and managing them.
  - b. Reading and responding to the emotions of others effectively.
- 3. Psychological Tactics for Negotiators: Exploring the psychological aspects of negotiation to enhance influence.**
  - a. The role of cognitive biases in decision-making.
  - b. Techniques for framing and anchoring in negotiations.
- 4. Interactive Exercise: The Negotiation Lab: Participants engage in exercises designed to apply communication strategies and emotional intelligence in simulated negotiations.**
  - a. Pair and group activities focusing on active listening, persuasion, and emotional intelligence.
- 5. Negotiation Simulation Game: A complex negotiation scenario that requires the use of psychological tactics and communication skills learned, fostering a fun and competitive learning environment.**
  - a. Participants use role-play to navigate a multi-party negotiation, applying tactics and strategies in real-time.

### Module Benefit

Participants will enhance their negotiation capabilities through improved communication skills, a deeper understanding of emotional intelligence, and the strategic use of psychological tactics. They will learn how to communicate their needs more effectively, understand and influence their counterparts, and navigate the emotional landscape of negotiations. This module will empower them to become more persuasive and influential negotiators, leading to more successful and satisfying negotiation outcomes.

## Module 3

# Advanced Negotiation Strategies & Practical Application

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### Module Objective

To arm participants with advanced negotiation strategies and techniques, focusing on complex scenarios and multiparty negotiations. This module aims to consolidate learning from the previous days into actionable strategies for real-world application, enhancing participants' ability to secure optimal outcomes in diverse negotiation settings.

### Module Content

- 1. Advanced Negotiation Techniques: Exploring sophisticated strategies for challenging negotiations.**
  - a. Techniques for creative problem-solving and innovation in negotiations.
  - b. Strategies for dealing with difficult people and high-stakes situations.
- 2. Multiparty Negotiation Dynamics: Understanding the complexities of negotiations involving multiple stakeholders.**
  - a. Techniques for aligning divergent interests and finding common ground.
  - b. Strategies for managing coalition dynamics and leveraging influence among groups.
- 3. Ethical Negotiation and Power Dynamics: Navigating the ethical considerations and power imbalances in negotiations.**
  - a. Understanding the role of ethics in negotiation and how to negotiate with integrity.
  - b. Recognizing and leveraging power dynamics constructively.
- 4. Interactive Exercises: Real-World Scenarios and Strategy Application: Participants engage in complex negotiation scenarios that simulate real business challenges.**
  - a. Group exercises to apply advanced techniques and strategies.
  - b. Role-playing complex negotiations with feedback from peers and facilitators.
- 5. Capstone Negotiation Challenge: A comprehensive negotiation simulation that incorporates all aspects of the course, designed to test participants' skills in a realistic business negotiation.**
  - a. Participants negotiate in teams, facing a scenario that requires applying preparation, communication, psychological tactics, and advanced strategies.
  - b. Debrief session to reflect on learnings, outcomes, and personal growth throughout the course.

### Module Benefit

This module brings everything together, equipping participants with the advanced skills needed to navigate complex negotiations confidently and successfully. By understanding and applying sophisticated negotiation strategies, participants will be better prepared to face challenging negotiation situations, lead multiparty discussions effectively, and secure advantageous outcomes while maintaining ethical standards. The practical application and capstone challenge ensure that participants leave the course not only with theoretical knowledge but with hands-on experience and actionable skills that can be immediately applied in their professional roles.



# Contact Us

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