

Course title: Negotiation Skills

Course Description:

Negotiation is a process centered on a discussion that is intended to produce an agreement. In its simplest form, it could be considered to be about power. More than just about money, it involves issues of ego, leveraging, saving face, and being right. It can appear that the negotiator or team with the most power will triumph over a weaker team or win something important. In current business practices, however, negotiation often leads to compromises, where both sides make concessions to get as close as they can to exactly what they want. Other times, no concessions are available and a power struggle can go on for a long time.

Course Learning Outcome

- Expanding the horizon of the word “Negotiation”
- Principles of Negotiation
- Why do we negotiate?
- Types of negotiations
- Criteria for Successful Negotiation
- BATNA and why it matters!
- Negotiation Strategy and Behaviour
- Negotiation mandate and stages
- Negotiation Do’s and Don’t’s.
- Skills and Tips

Course Certification: At the end of the course, participants will be presented with a KHDA (Knowledge and Human Development Authority’s) attested certificate.

Who should attend: Public & Private Sectors Managers, Directors, Sales and Business Development Staff, Administrators, Supervisors, Engineers, Officers, Consultants, Inspectors, , Team Leaders, Policy Makers, Team Members, students and anyone with an interest in the subject to enhance their knowledge and value to their professional and personal life.



- عضو في مؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة.
- معترف عليه من قبل هيئة المعرفة والتنمية البشرية في دبي
- عضو في غرفة تجارة وصناعة دبي.
- مرخص من قبل دائرة التنمية الاقتصادية في دبي.