



*Training Course:
ILM Win-Win Negotiation Skills*

2 - 6 November 2025

Dubai (UAE)

Residence Inn by Marriott Sheikh Zayed Road, Dubai

Training Course: ILM Win-Win Negotiation Skills

Training Course code: LS235729 From: 2 - 6 November 2025 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Training Course Fees: 4500 € Euro

Introduction

Negotiation is a critical skill in today's fast-paced and interconnected world. Whether it's securing a business deal, managing team dynamics, or resolving conflicts, effective negotiation can significantly influence outcomes and build stronger relationships. However, many negotiations end with one party feeling dissatisfied or compromised, which can lead to long-term challenges in partnerships or internal collaboration.

This training program, accredited by ILM, delves into the art and science of win-win negotiations—an approach that emphasizes achieving mutually beneficial agreements while preserving trust and relationships. Participants will gain a deep understanding of the psychology behind negotiation, learning to shift from competitive to collaborative frameworks. The program highlights the importance of preparation, communication, and conflict resolution in achieving outcomes that benefit all parties involved.

The course blends theoretical insights with practical, real-world applications. Through interactive activities, role-plays, and case studies, participants will develop a toolkit of strategies to navigate complex negotiation scenarios with confidence. By the end of the program, attendees will be empowered to create value for themselves and their counterparts, fostering lasting partnerships and driving sustainable success in their professional and personal interactions.

This course not only enhances individual skills but also contributes to organizational effectiveness by promoting a culture of collaboration, trust, and strategic alignment.

Whether you're negotiating contracts, managing stakeholder relationships, or resolving team conflicts, this program provides the tools and techniques to approach negotiations with clarity, empathy, and purpose.

Target Audience

- Professionals at all levels who engage in negotiations as part of their roles.
- Managers, team leaders, and supervisors.
- Sales representatives, procurement officers, and contract managers.
- Individuals aspiring to enhance their negotiation and conflict-resolution capabilities.

Objectives

By the end of this course, participants will be able to:

1. Understand the principles of win-win negotiations and their importance.
2. Identify key elements of effective negotiation preparation.

3. Apply strategies to build trust and rapport with counterparts.
4. Master techniques for resolving conflicts and overcoming objections.
5. Achieve agreements that satisfy both parties' needs while preserving relationships.

Outlines

Day 1:

Foundations of Negotiation

- Understanding negotiation: Types and approaches.
- Key elements of a win-win negotiation.
- The psychology of negotiation: Interests vs. positions.
- Building rapport and trust with negotiation partners.

Day 2:

Preparation for Successful Negotiations

- Setting clear goals and objectives.
- Identifying stakeholders and their interests.
- Conducting thorough research and gathering data.
- Crafting your BATNA Best Alternative to a Negotiated Agreement.

Day 3:

Communication and Persuasion Techniques

- Active listening and effective questioning.
- Verbal and non-verbal communication skills.
- Persuasion strategies to influence outcomes.
- Managing emotions during negotiation.

Day 4:

Overcoming Challenges in Negotiation

- Dealing with difficult negotiators and tactics.
- Managing conflict and finding common ground.
- Creative problem-solving for complex negotiations.
- Handling objections and impasses constructively.

Day 5:

Closing and Post-Negotiation Steps

- Reaching agreements: Finalizing terms and conditions.
- Ensuring clarity in written agreements.
- Maintaining relationships post-negotiation.
- Practical role-play scenarios and feedback session.

Registration form on the Training Course: ILM Win-Win Negotiation Skills

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