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Global Learning for Operational Leaders

INTERPERSONAL SKILLS AND SELF DEVELOPMENT

# ISM Endorsed Certified Master Negotiator


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# Course content

## Why Attend

Negotiators tend to concede too much, and focus on price and not enough on exchanging services other than price. The course focuses on these problems and the practical skills and techniques necessary to achieve win/win agreements. Participants will learn to identify, select, and execute various tactics and to respond to adversarial tactics.

It is an engaging workshop that equips negotiators and sales professionals to find and prove the value of their offering and resolve difficult negotiating challenges in a collaborative manner. The course will also provide you with a set of tools to handle the most demanding negotiation like a master. By working on a carefully chosen array of cases you will learn how to enhance your analytical skills and build your intuition, both of which are prerequisites for successful negotiations.

## Course Methodology

• The course uses a mix of interactive techniques, such as brief presentations by the consultant and the participants, role plays (rehearsed and impromptu), self-assessment questionnaires, relevant videos, and multiple simulation games.

## Course Objectives

• Assess their own negotiating strengths and weaknesses and those of the other side to optimize negotiation outcomes.

• Identify areas of weakness in understanding to prepare a good negotiation plan.

• Master the process of sales negotiation to achieve long-lasting and mutually profitable agreements on timely-basis.

• Use a variety of skills necessary to conduct successful negotiations

• Apply the concessions management process with minimum loss while preserving good relationship with the counter party.

## Target Audience

• Marketing and sales professionals, corporate executives, advertising managers, business development managers, sales personnel, purchasers, and others who are involved in commercial and negotiation activities at all levels of the organization.

• Target Competencies

- Handling rejection
- Gaining commitment

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# Course outline

## Detailed course outline

Module-by-module outline for ISM Endorsed Certified Master Negotiator.

## Module 1 - What Negotiation Is Really All About

• The many faces of a negotiation

• Some negotiation philosophies

• The urge for being a good negotiator

• Persuasion versus negotiation

• Self-assessment: The “Negotiating Style Profile”

## Module 2 - Setting the Stage: Pre-negotiation Preparation

• Understanding your own personal strengths and weaknesses

• Developing your emotional intelligence

• Characteristics of a good negotiator

• The five stages of the negotiation process

• Barriers to effective negotiation

• Team negotiation: when to use a team

## Module 3 - Mastering commercial negotiation

• Selling versus negotiating

• The 7 milestones of the sales process

• Identifying the different buyer's roles

• The "Buyer's Decision Process

• Strategies for the phases of the buyer's decision process

• Strategies for the "Recognition of Needs" phase

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## Module 4 - The SPIN selling model

• Situation questions

• Problem/Opportunity questions

• Implication questions

• Need-payoff questions

• Simulation game: the "war room"

• Negotiation Tools for Success

## Module 5 - Communication skills

• Active listening skills

• The outcomes of asking questions

• The art of asking questions

• Conflict management styles

• Workshop: Breaking the negotiation impasse using creativity

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# Seminar dates

## Available seminar dates

Live dates and pricing for ISM Endorsed Certified Master Negotiator generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 15 - 19 June 2026 | Vienna | Classroom | **€2,975** |
| 20 - 24 July 2026 | Barcelona | Classroom | **€2,695** |
| 3 - 7 August 2026 | Paris | Classroom | **€3,150** |
| 7 - 11 September 2026 | Frankfurt | Classroom | **€2,275** |
| 12 - 16 October 2026 | Barcelona | Classroom | **€2,695** |
| 9 - 13 November 2026 | Frankfurt | Classroom | **€2,275** |
| 14 - 18 December 2026 | Rome | Classroom | **€2,975** |

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|---|---|
| **Live online option** | Online delivery is available at €1,250. |