BELIEVING IN AUTHENTIC LEARNING



Training Program

EFFECTIVE NEGOTIATION

PACE Institute of Management



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EFFECTIVE NEGOTIATION

Have you ever walked out of a meeting wondering: *"Why did I agree to that?"* Or felt "pressured" into accepting unfavorable terms simply because you didn't know how to negotiate?

Three Common Pitfalls That Undermine Negotiation Success:

- **Fear of Conflict – Always conceding too early to maintain harmony, even at the cost of unfavorable terms**. Avoiding confrontation reduces your leverage and misses opportunities to create more mutual value.
- **Inadequate Preparation – Entering negotiations without researching your counterpart, knowing your limits, or preparing alternatives.** Lack of preparation increases vulnerability and impairs decision-making.
- **Ineffective Communication – Talking more than listening, failing to ask the right questions to understand your counterparts, or to present ideas persuasively**. This often leads to missed opportunities and suboptimal outcomes

The "Effective Negotiation" Program will help participants become a skilled negotiator:

- **From "Fear of Conflict" to "Confident Negotiation"** – Master negotiation psychology, accurately read your counterpart, and apply principles to turn every negotiation into a win-win.
- **From "Inadequate Preparation" to "Strategic Readiness"** – Master a preparation framework, research your counterpart and craft a robust negotiation strategy.
- **From Ineffective Communication → Listen to Understand & Persuade**: Develop active listening, purposeful questioning, intelligent concession techniques, and impactful closing skills.

PROGRAM PARTICIPANTS

- Corporate leaders and managers at all levels.
- Middle-level management (Functional Directors, Heads of Departments, Division or Units)
- Sales, procurement, customer service, marketing, and client-facing professionals
- Anyone aiming to enhance this critical negotiation skill set.

PROGRAM OUTCOMES

Upon completion, you will be able to:

- Understand the strategic importance of negotiation and adopt a win-win mindset.
- Recognize different types of negotiation and creatively apply skills, techniques, methods and strategies to achieve superior results.
- Master core negotiation methods, frameworks and essential skills.
- Overcome barriers and optimize factors that affect negotiation outcomes.
- Harness the power of team collaboration in negotiations.

PROGRAM OUTLINE

Part I. Program Overview

- The power of negotiation: Understanding its critical role in professional and personal success.
- Learning roadmap: Progressing from mindset to advanced negotiation techniques across the next 03 modules.
- Win–win thinking: Embracing mutual success philosophy – the key to sustainable agreements.
- Competency assessment: Competency assessment: Identifying personal strengths and gaps to design a development roadmap.

Part II. Core Mindset & Skills

- Active listening & empathy: Understanding the counterpart's true needs.
- Reading people: Interpreting body language and uncovering hidden motivations.
- Building trust: Creating a transparent and collaborative environment.
- Flexible thinking: Adapting to achieve optimal solutions.

Part III. Negotiation Processes & Techniques

- Six-step process: From preparation to agreement implementation.
- BATNA & shared value: Identifying alternatives and opportunities to create value.
- Handling challenging situations: Overcoming deadlocks and psychological barriers.
- Designing win–win deals: Crafting mutually beneficial agreements.

Part IV. Advanced Relationship Management

- Relationship Management: Establishing long-term partnerships through negotiation.
- EQ in negotiation: Managing emotions and channeling positive energy.
- Cross-cultural negotiation: Adapting to international counterparts.
- The power of teams: Leveraging collective negotiation strength.

PROGRAM DURATION

Duration: The total duration of the program is 04 sessions (equivalent to 12 hours). You can choose to study in the evening, weekdays or weekends. Please see the detailed schedule of upcoming courses on PACE's website: www.PACE.edu.vn.

Tuition: For the official fee and preferential policy for early fee transfer or group registration, please see details on PACE's website www.PACE.edu.vn or contact PACE's Training Consulting and Training Department.

Scan here to learn more about PACE's training programs



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