



## Client's Views

"Thanks a lot for your follow up & knowledge I gain from you. Really, your course affected me a lot." **A Trainee from Food & Fine Pastries Manufacturing Co. Ltd., Jeddah, Saudi Arabia**

## Shahzad Training & Consulting International (STCI)

### President's Office:

Jeddah, Saudi Arabia.  
Global Mobile & WhatsApp:  
+966 (56) 5103286  
[President@shahzadtc.com](mailto:President@shahzadtc.com)  
[www.shahzadtc.com](http://www.shahzadtc.com)

### Registered Office:

E-29 Block 4, Gulshan Iqbal,  
Karachi, Pakistan  
Tel: +92 (21) 32438164

Please email to

[atyourservice@shahzadtc.com](mailto:atyourservice@shahzadtc.com)  
for nomination and payment details

**Language:** English

### Methods of Delivery:

This training is available for delivery using following methods:

- **Instructor Lead Classroom** Session: 2 Days Duration
- **Virtual Classroom Session:** 3 Sessions of 4 Hours each
- **Self-Paced On-Line Learning Management System:** Recommended in 3 Sessions of 4 Hours each

**Target Audience:** All managers and staff dealing and interacting with internal and external suppliers and customers

We interact internally as well as externally on a daily basis. We reply to emails, attend meetings, deliver presentations, and discuss issues. While doing so we try to influence others and to negotiate to get what we want - our goals. Unfortunately, most of us do this without knowingly using the techniques to handle different behaviors. Similarly, we jump right into a discussion without preparing for it.

### Training Course Introduction:

*Influencing & Negotiating Skills is an essential practical training which will help you learn how to handle different human behaviors and techniques for successful negotiations.*

### Training Objectives:

- To define negotiation
- To learn types of negotiation
- To learn how to plan for a negotiation
- To learn how to influence behaviors
- To learn how to conduct a negotiation
- To learn how to document agreements

### Training Contents:

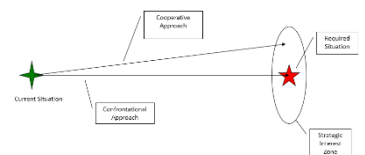
#### Definitions

#### Negotiation Types

#### Planning Negotiation

- General Negotiation Situations
  - To convince others of your suggested proposal
  - To convince others to use your product or service
  - To convince others of comparative importance of your focus
- Negotiation Planning Tools
  - Grid Analysis
  - Cost Benefit Analysis

#### Confrontational vs. Cooperative Negotiation



#### Negotiation Planning Tools

- Pro's & Con's
- Unique Selling Proposition (USP)
- ABC Analysis

#### Conducting Negotiations

- Behavior Handling Techniques
- Negotiation Techniques
- Negotiation Mistakes

#### Documenting Agreements

#### Case Study

#### Test

### General Negotiation Situations & Suggested Planning Tools

To convince others of your suggested proposal	<ul style="list-style-type: none"> <li>• Grid Analysis</li> <li>• Cost Benefit Analysis</li> <li>• Pro's &amp; Con's</li> <li>• SWOT/TOWS Analysis</li> </ul>
To convince others to use your product or service	<ul style="list-style-type: none"> <li>• Unique Selling Proposition (USP)</li> </ul>
To convince others of comparative importance of your focus	<ul style="list-style-type: none"> <li>• ABC Analysis</li> </ul>



### Assertive-Responsive Model

	Assertive, Non-Responsive Behavior: Aggressive (A)	Assertive, Responsive Behavior: A-R
Assertiveness	Features: •Orientation: Task, rather than People •Control/Risk: Controller •Decision Making: Decisive, Determined •Flexibility: Low •Patience: Impatient •Emotions/Energy: Controlled, High	Features: •Orientation: Both Task and People •Control/Risk: Leader, Creative, Risk Taker •Decision Making: Decisive •Flexibility: Medium •Patience: Medium •Emotions/Energy: Expressive, High
	Features: •Orientation: More People than Task •Control/Risk: Depends on Others, Risk Avoider •Decision Making: Slow, Skeptical •Flexibility: Low •Patience: Variable •Emotions/Energy: Controlled, Low	Features: •Orientation: More People than Task •Control/Risk: Depends on Others, Risk Avoider •Decision Making: Slow •Flexibility: High •Patience: Medium •Emotions/Energy: Expressive, Medium
	Responsiveness	



### Some Negotiation Techniques

- |  |   |  |
|--|---|--|
| <b>Authority Based:</b> <ul style="list-style-type: none"> <li>• Higher Authority</li> <li>• The Power of Legitimacy</li> </ul>                | <b>Pressure Based:</b> <ul style="list-style-type: none"> <li>• Pre-Conditioning</li> <li>• The Vice</li> <li>• The Monkey on the Back</li> </ul> | <b>Sympathy Based:</b> <ul style="list-style-type: none"> <li>• The Staller</li> <li>• The Beggar</li> <li>• The Low Key Approach</li> </ul>       |
| <b>Threat Based:</b> <ul style="list-style-type: none"> <li>• Take it or leave it</li> <li>• Or Else</li> <li>• The Non-Negotiators</li> </ul> | <b>Diversion Based:</b> <ul style="list-style-type: none"> <li>• Side Issues</li> <li>• Fact or Fiction</li> <li>• Good Cop/Bad Cop</li> </ul>    | <b>Delay Based:</b> <ul style="list-style-type: none"> <li>• Rotating Negotiators</li> </ul>   |
| <b>Physical Exhaustion Based:</b> <ul style="list-style-type: none"> <li>• Exhaustion</li> <li>• Pressure Cookers</li> </ul>                   |   | <b>Demand Based:</b> <ul style="list-style-type: none"> <li>• First Draft</li> <li>• Keep Asking</li> <li>• Asking for Bigger in Return</li> </ul> |

### Training Methodology:

This training includes presentations, demonstrations, and exercises.

### Trainer

This training is conducted by **Ahsan S. Razzaq**. His profile is attached and also available [here](#).