Advanced Negotiation Strategies for Service Excellence Training Course



30 Nov - 04 Dec 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #CUS1990_170654

Course Introduction / Overview:

This intensive training course is designed to transform service professionals into master negotiators, capable of navigating complex client interactions with confidence and strategic foresight. In today's competitive service landscape, the ability to negotiate effectively is not just a sales skill but a core competency for building lasting, profitable client relationships. This program moves beyond basic tactics to explore the psychological and strategic underpinnings of successful negotiation, grounded in the principles of mutual gain and value creation. We will delve into the influential work of Roger Fisher and William Ury, authors of the seminal book "Getting to Yes," focusing on their framework for principled negotiation. Participants will learn to separate the people from the problem, focus on interests rather than positions, invent options for mutual gain, and insist on using objective criteria. BIG BEN Training Center has meticulously crafted this curriculum to address the unique challenges faced by service professionals, from handling scope creep and managing difficult client expectations to negotiating service level agreements that protect both parties. This course provides a comprehensive roadmap for achieving win-win outcomes that enhance customer satisfaction, loyalty, and long-term business success.

Target Audience / This training course is suitable for:

- Sales Professionals and Account Executives.
- Customer Service Managers and Team Leaders.
- Client Relationship Managers.
- Service Delivery Managers.
- Technical Support and Helpdesk Supervisors.
- Project Managers involved in client-facing roles.
- Consultants and Business Advisors.
- Anyone in a professional role requiring negotiation with internal or external clients.

Target Sectors and Industries:

- Information Technology and Software Services.
- Telecommunications.
- Financial Services and Banking.
- Healthcare and Pharmaceutical Services.
- Hospitality and Tourism.
- Professional Services (Consulting, Legal, Accounting).
- Retail and E-commerce.
- Governmental agencies and public sector organizations.

Target Organizations Departments:

- Sales and Business Development.
- Customer Service and Client Support.
- Account Management.
- Project Management Office (PMO).
- Technical Support and IT Services.
- Client Relations and Retention.
- Operations and Service Delivery.
- Procurement and Vendor Management.

Course Offerings:

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

- Develop a strategic negotiation plan tailored to service-based scenarios.
- Apply principled negotiation techniques to achieve win-win outcomes.
- Effectively manage and de-escalate difficult conversations with clients.
- Utilize advanced communication and active listening skills to uncover client interests.
- Build and maintain strong rapport and trust during high-stakes interactions.
- Negotiate service level agreements (SLAs) and contract terms with confidence.
- Handle objections and pushback professionally without damaging the relationship.
- Create and claim value in negotiations to enhance profitability and client satisfaction.
- Adapt their negotiation style based on different client personalities and cultural contexts.
- Close negotiations successfully while setting the stage for long-term partnership.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course adopts a highly interactive and experiential learning approach, moving beyond theoretical lectures to immerse participants in real-world challenges. The learning journey is built upon a foundation of expert-led instruction, dynamic group discussions, and collaborative problem-solving activities. A significant portion of the training is dedicated to hands-on practice through customized role-playing exercises and complex case studies drawn from the service industry. These simulations allow participants to apply negotiation strategies in a safe and controlled environment, receiving immediate, constructive feedback from both the instructor and their peers. We emphasize a blended learning model that incorporates self-assessment tools, video analysis of negotiation scenarios, and small group workshops. This participant-centered approach ensures that the concepts are not only understood but also internalized, enabling attendees to confidently transfer their newly acquired skills directly to their professional roles and deliver immediate results.

Course Agenda (Course Units):

Unit One: Foundations of Service-Centric Negotiation

- The unique dynamics of negotiation in a service environment.
- Moving from a transactional to a relational negotiation mindset.
- Understanding your BATNA (Best Alternative to a Negotiated Agreement).
- The dual concerns model: balancing outcomes and relationships.
- Key principles from "Getting to Yes" by Fisher and Ury.
- Self-assessment of personal negotiation styles and biases.
- Setting clear objectives and defining success before you begin.

Unit Two: The Negotiation Process and Strategic Communication

- The five stages of a structured negotiation process.
- Mastering active listening to uncover hidden interests and needs.
- The art of asking powerful, open-ended questions.
- Techniques for framing proposals and presenting options persuasively.
- Understanding and interpreting non-verbal cues and body language.
- Building rapport and establishing credibility with clients.
- Managing information flow: what to share and when to share it.

Unit Three: Advanced Negotiation Tactics and Value Creation

- Strategies for creating value versus simply claiming it.
- Techniques for brainstorming and inventing options for mutual gain.
- Effectively handling common negotiation tactics and ploys.
- Managing client emotions and maintaining emotional control.
- Using objective criteria and data to support your position.
- The power of concessions: how to make them strategically.
- Navigating multi-party and team-based negotiations.

Unit Four: Managing Difficult Negotiations and Conflict

- Strategies for negotiating with difficult or demanding clients.
- Techniques for de-escalating tension and resolving conflict constructively.
- How to say "no" professionally while preserving the relationship.
- Managing unrealistic expectations and scope creep.
- Renegotiating existing agreements and contracts.
- Handling ultimatums and deadlock situations.
- Building resilience and managing stress in high-pressure negotiations.

Unit Five: Finalizing Agreements and Fostering Long-Term Partnerships

- Techniques for closing the negotiation and securing commitment.
- Drafting clear, unambiguous agreements and service contracts.
- The importance of post-negotiation follow-up and implementation.
- Turning a successful negotiation into a long-term strategic partnership.
- Ethical considerations and maintaining integrity in negotiation.
- Developing a personal action plan for continuous improvement.
- Capstone simulation: a comprehensive service negotiation role-play.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can the principles of value-based negotiation transform a transactional client interaction into a long-term strategic partnership?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond generic negotiation tactics and focusing exclusively on the nuanced context of the service industry. Unlike general negotiation programs, every module, case study, and role-playing scenario is specifically designed to address the unique challenges service professionals face, such as managing client expectations, negotiating scope, and preserving relationships during conflict. We integrate principles of emotional intelligence and relationship management as core components, not as afterthoughts, recognizing that in the service sector, the long-term partnership is often more valuable than the outcome of a single deal. The curriculum is deeply rooted in established academic frameworks, such as the principled negotiation model from Harvard, but is delivered with a practical, hands-on approach. Participants do not just learn theory; they actively practice de-escalating tense client conversations and co-creating value. The emphasis is on building a strategic toolkit that enables professionals to secure favorable terms while simultaneously strengthening client loyalty and trust, a dual objective that is paramount for sustainable success in any service-oriented business.