High-Impact Negotiation Skills for Business Leaders Training Course



07 - 11 Dec 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #IS9866_22857

Course Introduction / Overview:

In today's dynamic business environment, the ability to negotiate effectively is not merely a skill but a critical leadership competency. This High-Impact Negotiation Skills for Business Leaders Training Course, offered by BIG BEN Training Center, is meticulously designed to equip senior professionals and emerging leaders with the advanced strategies and psychological insights required to navigate complex deals and achieve superior outcomes. Participants will delve into the foundational principles of negotiation, moving through strategic frameworks to master the art of persuasion and influence. The course emphasizes practical application, moving beyond theoretical concepts to provide actionable techniques for real-world scenarios, from high-stakes contract negotiations to intricate stakeholder management. Drawing inspiration from seminal works such as "Getting to Yes: Negotiating Agreement Without Giving In" by Roger Fisher and William Ury, this program integrates proven methodologies with contemporary challenges, ensuring participants develop a comprehensive toolkit for successful deal-making and conflict resolution. BIG BEN Training Center is committed to fostering a generation of leaders who can confidently approach any negotiation, transforming potential impasses into opportunities for value creation and sustainable growth. This training course is a deep dive into strategic communication, power dynamics, and ethical considerations, preparing leaders to excel in any negotiation context.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Senior Managers and Directors.
- Business Development Managers.
- Sales and Marketing Leaders.
- Procurement and Supply Chain Managers.
- Project Managers.
- Legal Professionals.
- Human Resources Executives.
- Entrepreneurs and Business Owners.
- Government Officials and Public Sector Leaders.

Target Sectors and Industries:

- Manufacturing and Industrial Sector.
- Financial Services and Banking.
- Technology and Software Development.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Energy and Utilities.
- Consulting and Professional Services.
- Real Estate and Construction.
- Telecommunications.
- Government Agencies and Public Administration.

Target Organizations Departments:

- Sales and Marketing Departments.
- Procurement and Supply Chain Departments.
- Legal and Compliance Departments.
- Human Resources Departments.
- Business Development Departments.
- Project Management Offices.
- Operations Departments.
- Finance Departments.
- Executive Leadership Teams.
- Strategy and Planning Departments.

Course Offerings:

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

- Develop advanced negotiation strategies for high-stakes business scenarios.
- Master effective communication and persuasion techniques to influence outcomes.
- Analyze and navigate complex power dynamics in diverse negotiation contexts.
- Apply ethical negotiation practices to build trust and long-term relationships.
- Utilize strategic frameworks like BATNA and ZOPA for optimal deal structuring.
- Resolve conflicts and overcome impasses with confidence and skill.
- Lead negotiation teams and foster a culture of negotiation excellence within their organizations.
- Enhance their ability to create and claim value in business transactions.
- Adapt negotiation approaches for cross-cultural and international environments.
- Evaluate negotiation performance and implement continuous improvement strategies.

Course Methodology:

This High-Impact Negotiation Skills for Business Leaders Training Course employs a highly interactive and experiential learning methodology, designed to maximize participant engagement and practical skill acquisition. BIG BEN Training Center believes in learning by doing, and as such, the course integrates a rich blend of instructional techniques. Participants will engage in dynamic role-playing exercises that simulate real-world business negotiation scenarios, allowing them to practice new strategies in a safe and supportive environment. Detailed case studies, drawn from various industries, will be analyzed to understand successful negotiation outcomes and common pitfalls, fostering critical thinking and strategic planning. Group discussions and collaborative problem-solving sessions will encourage peer learning and the exchange of diverse perspectives on negotiation challenges. Expert-led lectures will provide theoretical foundations and introduce advanced concepts, while interactive workshops will focus on applying specific tools and techniques. Continuous feedback, both from instructors and peers, will be a cornerstone of the learning process, enabling participants to refine their approaches and build confidence. The methodology is designed to ensure that every participant leaves with not just knowledge, but also the practical skills and confidence to execute high-impact negotiations effectively.

Course Agenda (Course Units):

Unit One: Foundations of High-Impact Negotiation

- Understanding the essence of business negotiation.
- Key principles of effective negotiation and strategic thinking.
- Identifying personal negotiation styles and their impact.
- The critical role of preparation in achieving negotiation success.
- Setting clear negotiation objectives and desired outcomes.
- Analyzing power dynamics and leverage in negotiation contexts.
- Ethical considerations and integrity in business negotiation practices.

Unit Two: Strategic Negotiation Frameworks

- Distributive versus integrative bargaining approaches.
- Understanding BATNA: Best Alternative to a Negotiated Agreement.
- Defining ZOPA: Zone of Possible Agreement and its implications.
- Strategies for creating and claiming maximum value in deals.
- Applying game theory principles to complex negotiation scenarios.
- Developing a comprehensive negotiation strategy and action plan.
- In-depth case studies in strategic business negotiation.

Unit Three: Communication and Influence in Negotiation

- Mastering active listening and empathetic communication skills.
- Interpreting verbal and non-verbal cues in negotiation.
- Advanced persuasion and influencing tactics for leaders.
- Managing emotions and maintaining composure under pressure.
- Building rapport and fostering trust with negotiation counterparts.
- Asking effective questions to uncover hidden interests and priorities.
- Overcoming common communication barriers in high-stakes discussions.

Unit Four: Advanced Negotiation Tactics and Challenges

- Strategies for dealing with difficult negotiators and resolving impasses.
- Navigating cross-cultural and international negotiation environments.
- Techniques for multi-party negotiations and coalition building.
- Crisis negotiation and advanced conflict resolution methodologies.
- Leveraging technology and digital tools in modern negotiations.
- Negotiation in mergers, acquisitions, and strategic alliance formation.
- Conducting post-negotiation evaluation and continuous learning.

Unit Five: Leadership and Continuous Negotiation Excellence

- Leading negotiation teams effectively and fostering collaboration.
- Developing a negotiation-centric culture within organizations.
- Coaching and mentoring others in advanced negotiation skills.
- Implementing continuous improvement in negotiation performance.
- Creating a personal action plan for ongoing negotiation mastery.
- Applying negotiation skills beyond formal business deals.
- Exploring future trends and innovations in negotiation and leadership.

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 might a leader's personal values and ethical framework fundamentally reshape the strategic approach and ultimate outcomes of a high-stakes international negotiation?

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

This High-Impact Negotiation Skills for Business Leaders Training Course distinguishes itself through its rigorous focus on strategic leadership and practical application, moving beyond generic negotiation tactics. Unlike many programs that offer a superficial overview, this course delves deeply into the psychological underpinnings of negotiation, equipping participants with advanced tools for understanding human behavior and influencing decisions. It emphasizes the development of a robust negotiation mindset, fostering resilience and adaptability in complex, high-pressure situations. The curriculum is meticulously crafted to address the specific challenges faced by business leaders, incorporating real-world scenarios and intricate case studies that reflect current market dynamics and global business trends. Participants will not merely learn about negotiation; they will actively engage in simulations designed to build muscle memory for effective deal-making and conflict resolution. Furthermore, the course places a strong emphasis on ethical negotiation practices and long-term relationship building, recognizing that sustainable success stems from integrity and mutual respect. BIG BEN Training Center ensures that the insights gained are immediately transferable, enabling leaders to drive superior outcomes, foster stronger partnerships, and enhance their organization's competitive advantage through sophisticated negotiation prowess.