



Course : Negotiations and Handling Objections Masterclass

City :	Riyadh	Hotel :	Four Seasons Hotel Riyadh at Kingdom Centre
Start Date :	2025-10-26	End Date :	2025-10-30
Duration :	1 Week	Price :	3950 \$

Course Overview

This Negotiations and Handling Objections Masterclass equips participants with the skills to negotiate effectively, influence outcomes, and handle objections with confidence. Participants will learn techniques to prepare for negotiations, understand counterpart perspectives, and apply strategies that lead to win-win outcomes. The course emphasizes practical tools and interactive exercises to develop confidence in both formal and informal negotiation settings.

Course Objectives

By the end of this masterclass, participants will be able to:

- Prepare and plan for successful negotiations.
- Identify and manage different negotiation styles and tactics.
- Recognize, understand, and overcome objections effectively.
- Apply persuasive communication strategies to influence outcomes.
- Build stronger relationships while achieving strategic objectives.

Target Audience

This masterclass is ideal for:

- Sales professionals and account managers.
- Managers and team leaders involved in negotiation processes.
- Project managers and business development professionals.
- Professionals seeking to improve their influencing and objection-handling skills.

Methodology

Interactive workshops and role-plays simulating real-life negotiation scenarios.

Case studies and group discussions to analyze negotiation tactics.

Practical exercises for handling objections and overcoming resistance.

Guidance on applying strategies to participants' real-world situations.

Course Outline

Day 1: Fundamentals of Negotiation

- Introduction to negotiation principles.
- Types of negotiations and strategies.
- Understanding counterpart psychology.
- Planning and preparation techniques.

Day 2: Communication in Negotiation

- Active listening and questioning techniques.
- Persuasive communication and influence skills.
- Reading verbal and nonverbal cues.

Day 3: Handling Objections

- Common types of objections.
- Strategies for addressing objections effectively.
- Turning objections into opportunities.

Day 4: Negotiation Tactics and Styles

- Win-win vs. win-lose approaches.
- Understanding negotiation styles.
- Advanced tactics: anchoring, concessions, and closing.

Day 5: Practical Application and Role-Play

- Simulated negotiation exercises.
- Real-world case studies.
- Feedback and personal action planning for continued improvement.

Certificates

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates. Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.