



اتحاد شركات الاستثمار
UNION OF INVESTMENT COMPANIES

Strategic Sales Negotiation (Mon. - Thur.) 14th – 17th Feb. 2022

Investment Studies Center (ISC) @ Union of Investment Companies in collaboration with **ESA Business School**, is delighted to invite you to a professional program according to the following details:

يسر مركز دراسات الاستثمار لدى اتحاد شركات الاستثمار الإعلان عن تنظيم برنامج تدريبي بالتعاون مع **ESA Business School** ودعوتكم للمشاركة فيه، وفقاً للتفاصيل الآتية:

Program: Strategic Sales Negotiation البرنامج:

Dates: (Mon. - Thur.) 14th – 17th Feb. 2022 التاريخ:

Timing: 12:00PM – 03:00PM الوقت:

Venue: Online Virtual Training المكان:

Instructor: Emile Strunc المحاضر:

Course Details, Registration & Fees in link below تفاصيل البرنامج، التسجيل والرسوم في الرابط أدناه

<http://unioninvest.org/upcomingevents.aspx>

Registration is open according to availability

UIC Members KWD 245 أعضاء الاتحاد

Non-Members KWD 275 غير أعضاء الاتحاد

STRATEGIC SALES NEGOTIATION

(Mon. - Thur.) 14th – 17th Feb. 2022

Objectives

This workshop will help the participants understand the structure underlying all negotiations and develops the skills necessary to ensure that they can think both strategically and tactically at the negotiation table and master the techniques and skills that will determine their success. They will practice the learning points in a safe and constructive environment through live case negotiations.

Target Audience

This course is addressed for managers, leaders, and individual contributors who have the power to agree or disagree on different levels of outcomes.

Methodology

This workshop is based on 'learning by doing' concepts. These are used to reinforce the learning process and can be applied to situations that the delegates will encounter at work.

Content

Sessions 1 & 2

Conflict Resolution:

- Basics of persuading Tools & Techniques
- What is the difference between Persuading & Negotiating
- When is it the right moment (opportunity) to start the Persuasion
- Process and when is it the right moment to start the Negotiating Process
- How to put yourself in a Medium to Long Term relation mindset
- Persuading and convincing the other party. Cost and Power Balance
- Introduction to conflict resolution process
- The 3 major techniques to get what you want and keep the other party in a "Win" situation

- Power balance. Your/Their Strengths & Weaknesses
- Common ground for agreement
- Introduction to the “Structured Progress”© process. (How to move forward in a negotiating process)

Investigative negotiation and building proposals:

- How to present your arguments
- Exploring priorities & interests
- Mindset aspects & Sharing information (2 ways)
- How to show flexibility
- Credibility and Interactivity
- Offers/Preparation/Investigation & How to handle and manage Offers & Counter-Offers

Sessions 3 & 4

Variables Management:

- Valuing variables
- Identifying both parties’ needs and concerns
- How to compensate concessions while still giving them what they want but, on your terms, and conditions
- Trading the other party’s demands

Opportunities and finalization techniques agreement implementation and follow-up:

- Finalization opportunities
- Trading for the DEAL
- Fine-tuning communication techniques
- Deal implementation
- Agreement follow-up

Expert's Profile: Emile STRUNC

Emile is holder of a D.E.S.S. (Diplôme d'Etudes Supérieures Spécialisées) & MBA in Corporate Management and Conflict Management from Université Jean Moulin Lyon III, France where he has been awarded the title of "Major de Promotion". He has a long career in International Trading and the Banking sector that allowed him to acquire an advanced mastery of the Negotiation techniques which he shared with high executives of multinational companies in Europe, Africa, Far-East, Asia and the Middle East. His international and multicultural experience is put at the disposal of a large number of multinational companies today.