

A man with dark hair, a beard, and glasses, wearing a light blue button-down shirt, is smiling broadly while shaking hands with another person whose arm in a dark blue shirt is visible on the right. The background is a blurred office setting with a window and blinds.

Dealmakers

Master Negotiation Skills

Dealmakers

Master Negotiation Skills

Winning outcomes in sales, procurement, HR, and supplier management negotiations.

Dealmakers is a collection of high-impact and application-oriented workshops calibrated for sales negotiations and for internal teams required to negotiate contracts with suppliers, vendors, and service providers. Each program helps participants master the art of negotiation and influence to craft win-win deals and contracts. Each workshop has a well-defined learning journey with pre and post-workshop assignments and learning evaluations to ensure that participants master the skills they gain through the program.



Intermediate

Sales Skills

Negotiation Skills – Sales

This micro-workshop is geared towards making sales professionals astute negotiators. ...



Intermediate

Functional Skills

Negotiation Skills – Internal Teams

This micro-workshop is geared towards making managers and professionals astute ...



All Levels

Interpersonal Skills

Stakeholder Engagement

This Skill Café virtual and gamified learning journey is targeted ...

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Master Negotiation Skills

Key workshop objectives.



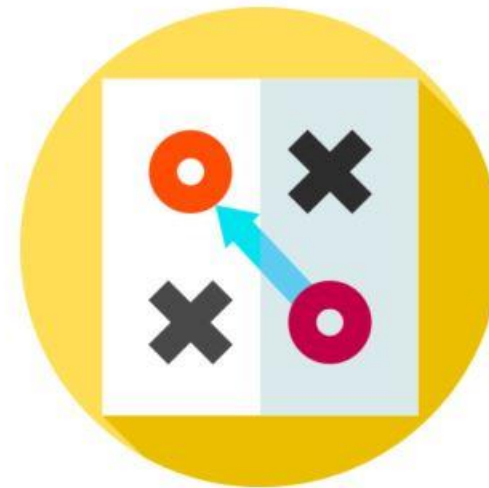
Apply a Structured Process

Understand needs and interests, define your target and resistance point, craft offers, and make informed concessions to



Use Behavioural Techniques

Use behavioural principles like anchoring, framing, and availability to communicate with impact and influence.



Handle Tactics

Handle and counter common negotiation tactics to close deals faster and get better outcomes.



Mastery oriented curriculum



Certificate on completion



Intensive learning journey



World class facilitators

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Negotiation Skills – Sales

All sales team. Institutional sales and B2B sales.

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Negotiation Skills – Sales



→ **Time: 4 hrs.**

→ **Materials.**

- Negotiation handbook.
- Quick reference guide.
- Refresher through emails – 0, 5, 10, 30, 45 days.
- Short self-paced simulation.

→ **Program Overview:**

The ability to negotiate and close deals with clients and partners is a critical skill that sales professionals need in today's dynamic and competitive world. While deals must be successfully closed, the terms of the contract must be fair and profitable for both parties. This micro-workshop is geared towards making sales professionals astute negotiators.

At the end of the program, participants will be able to:

→ **Apply.**

- Step through the negotiation process to achieve win-win deals.
- Generate options to achieve business goals.
- Apply behavioral techniques in negotiation.

→ **Reflect.**

- Reflect on one's own behavioral style during negotiation.
- Identify areas of improvement and create a personal action plan to improve negotiation skills.

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Negotiation Skills – Sales



➔ **Materials.**

- Negotiation handbook.
- Quick reference guide.
- Refresher through emails – 0, 5, 10, 30, 45 days.
- Short self-paced simulation.

1



Skill Drill 1: Discover the process of principled negotiation.

Fischer and Ury have argued for 'Wise Agreements' instead of 'Positional Bargaining' as a tool for successful negotiations. In this skill drill, we explore the four principles of Fischer and Ury's model.

Their four principles are:

- Separate the people from the problem.
- Focus on interests rather than positions.
- Generate a variety of options before settling on an agreement.
- Use objective criteria – BATNA and WATNA Methodology.

2

This skill drill is driven using an interactive and challenging case challenge around a hostage situation. Participants are divided into two teams. Teams are given 5 rounds to arrive at a Win-Win solution and end the hostage crisis. Participants discover and experience all the four principles listed above through this case.

Dealmakers

Negotiation Skills – Sales



➔ **Materials.**

- Negotiation handbook.
- Quick reference guide.
- Refresher through emails – 0, 5, 10, 30, 45 days.
- Short self-paced simulation.

1



Skill Drill 1: Discover the process of principled negotiation.

We will also discover the step-by-step negotiation process:

1. Information gathering.
2. Identifying the Negotiation Range, the Resistance and Settlement points.
3. Probing and researching to identify needs and exploring possible areas of resistance.
4. Reformulation of strategies and generating options.
5. Hard bargaining and problem solving.
6. Countering tactics and reaching an agreement.
7. Pushing for a deal.
8. Following-up and documenting.
9. Transferring knowledge.

2

Dealmakers

Negotiation Skills – Sales



➔ **Materials.**

- Negotiation handbook.
- Quick reference guide.
- Refresher through emails – 0, 5, 10, 30, 45 days.
- Short self-paced simulation.

1



Skill Drill 2: Process Lab. **(Format: Case simulations)**

This skill drill will provide an opportunity to all participants to practice their negotiation skills. Participants will be divided into teams and assigned realistic roles. They will be given up to 3 rounds to negotiate using the tools and techniques learned and arrive at a deal. Each team will provide a short synopsis of their personal discoveries in the process. The case exercises used in this process lab will be specifically customized for the requirements of the organization. Each role play will be followed by reflection, debrief and feedback.

2

Dealmakers

Negotiation Skills – Sales



→ **Materials.**

- Negotiation handbook.
- Quick reference guide.
- Refresher through emails – 0, 5, 10, 30, 45 days.
- Short self-paced simulation.

→ **Learning Objectives.**

- Identify the key behaviors and attitudes of a skillful negotiator.
- Understand the role that body language, speech, and words play in creating influence.
- Differentiate between Interests and Positions.
- Understand key concepts like the Negotiation Range and Settlement and Resistance Points.
- Discover the power of providing Options.
- Understand key concepts like BATNA, WATNA, PIOC.
- Understand the negotiation process.

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Negotiation Skills – Internal Teams

Admin, Finance, HR, Vendor Management and Procurement teams.

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Negotiation Skills – Internal Teams



→ **Time: 4 hrs.**

→ **Materials.**

- Negotiation handbook.
- Quick reference guide.
- Refresher through short simulation.

→ **Program Overview:**

The ability to negotiate and close deals with vendors, service providers and partners is a critical skill that team members need in today's dynamic and competitive world. While deals must be successfully closed, the terms of the contract must be fair and profitable for both parties.

This micro-workshop is geared towards making managers and professionals astute negotiators.

At the end of the program, participants will be able to:

→ **Apply.**

- Step through the negotiation process to achieve win-win deals.
- Generate options to achieve business goals.
- Apply behavioral techniques in negotiation.

→ **Reflect.**

- Reflect on one's own behavioral style during negotiation.
- Identify areas of improvement and create a personal action plan to improve negotiation skills.

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Negotiation Skills – Internal Teams



➔ **Materials.**

- Negotiation handbook.
- Quick reference guide.
- Refresher through short simulation.

1

➔ **Skill Drill 1: Keeping the end in mind.**

Internal teams are guided by business parameters and KPIs while negotiating and finalizing deals. In this skill drill, we pause to take a more strategic and long-term view of the negotiation process.

More specifically, we will deal with the following questions:

- What a successful deal looks like – partnerships and Win-Win.
- What happens after an agreement is reached – long-term vs. short-term metrics.
- Is lowest price, the best – second price bidding.
- Power and influence – how they impact negotiation and how to use them.
- The devil is in the detail – reading the fine print and attention to details.

2

3

At the end of this skill drill, participants will reflect on the KPIs and metrics that they use to drive negotiations within their functions and identify if they need to be modified, changed, tweaked.

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Negotiation Skills – Internal Teams



➔ **Materials.**

- Negotiation handbook.
- Quick reference guide.
- Refresher through short simulation.

1

➔ **Skill Drill 2: Discover the process of principled Negotiation.**

Fischer and Ury have argued for 'Wise Agreements' instead of 'Positional Bargaining' as a tool for successful negotiations. In this skill drill, we explore the four principles of Fischer and Ury's model. Their four principles are:

- Separate the people from the problem.
- Focus on interests rather than positions.
- Generate a variety of options before settling on an agreement.
- Use objective criteria – BATNA and WATNA Methodology.

2

This skill drill is driven using an interactive and challenging case challenge around a hostage situation. Participants are divided into two teams. Teams are given 5 rounds to arrive at a Win-Win solution and end the hostage crisis.

Participants discover and experience all the four principles listed above through this case.

3

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Negotiation Skills – Internal Teams



➔ **Materials.**

- Negotiation handbook.
- Quick reference guide.
- Refresher through short simulation.

1

➔ **Skill Drill 2: Discover the process of principled Negotiation.**

We will also discover the step-by-step negotiation process:

1. Information gathering.
2. Identifying the Negotiation Range, the Resistance and Settlement points.
3. Probing and researching to identify needs and exploring possible areas of resistance.
4. Reformulation of strategies and generating options.
5. Hard bargaining and problem solving.
6. Countering tactics and reaching an agreement.
7. Pushing for a deal.
8. Following-up and documenting.
9. Transferring knowledge.

2

3

Dealmakers

Negotiation Skills – Internal Teams



➔ Materials.

- Negotiation handbook.
- Quick reference guide.
- Refresher through short simulation.

1

➔ Skill Drill 3: Process Lab.

This skill drill will provide an opportunity to all participants to practice their negotiation skills. Participants will be divided into teams and assigned realistic roles. They will be given up to 3 rounds to negotiate using the tools and techniques learned and arrive at a deal. Each team will provide a short synopsis of their personal discoveries in the process. Teams participate in multiple case scenarios as buyers and sellers.

2

3

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Negotiation Skills – Internal Teams



➔ **Materials.**

- Negotiation handbook.
- Quick reference guide.
- Refresher through short simulation.

➔ **Learning Objectives.**

- Identify the key behaviors and attitudes of a skillful negotiator.
- Understand the role that body language, speech, and words play in creating influence.
- Differentiate between Interests and Positions.
- Understand key concepts like BATNA and WATNA.
- Preparation for Negotiations (Target Point, Settlement Point, Starting Point and Bargaining Range).
- Concept of Opening Statements and Identifying Interests (FPIS and 4W questions).
- Making Offers and Counter Offers (Variables, Concessions, Wish List, Options etc).
- Reach an Agreement (Concepts of BATNA and WATNA).
- Behavioral Tools in Negotiation (Anchoring, Availability and Framing Bias).
- Handling Tactics.

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Stakeholder Engagement

All Levels - Simulation is designed for each level in the organization.

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Stakeholder Engagement



→ **Time: 3.5 hrs.**

→ **Materials.**

- Workbook.
- Handouts.
- Nudge Cards.

→ **Program Overview:**

Most projects, processes and product implementations run into problems because of inadequate stakeholder engagement and support. How can executives identify and manoeuvre around tricky stakeholders, build support and drive projects to successful completion?

In this virtual, simulation driven workshop, participants will explore techniques and strategies to effectively manage internal and external stakeholders and drive projects to success.

The workshop is driven through a simulation game in which participants are required to identify, engage, and influence their stakeholders to achieve success.

Dealmakers

Stakeholder Engagement



➔ **Materials.**

- Workbook.
- Handouts.
- Nudge Cards.

➔ **Program Coverage:**

- Identify stakeholders.
- Be aware of the changing stakeholder landscape.
- Assess stakeholders' interests and influence.
- Build relationship through trust.
- Identify stakeholders' needs.
- Identify strategies to influence.
- Build stakeholder commitment.
- Develop a stakeholder communication plan.
- Monitor stakeholder commitment and engagement.
- Be creative in negotiating solutions with stakeholders.

The workshop is driven through a simulation game in which participants are required to identify, engage, and influence their stakeholders to achieve success.

Dealmakers

Stakeholder Engagement



➔ **Materials.**

- Workbook.
- Handouts.
- Nudge Cards.

1

2

3

4

5

6



Pre-workshop:

Short gamified quizzes to develop core understanding of stakeholder management principles.

Dealmakers

Stakeholder Engagement



➔ **Materials.**

- Workbook.
- Handouts.
- Nudge Cards.

1

2

3

4

5

6



Skill Drill 1: Identify and Map your Stakeholders.

In this skill drill, participants will explore the concept of:

- Power and Interest.
- The Stakeholder Engagement Continuum.

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Stakeholder Engagement



➔ **Materials.**

- Workbook.
- Handouts.
- Nudge Cards.

1

2

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4

5

6



Skill Drill 2: Influence your Stakeholders.

In this skill drill, participants will work with core concepts and strategies for influencing stakeholders. Participants will explore:

- Strategies for Stakeholder Engagement – Push and Pull.
- Strategies of Influence.

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Stakeholder Engagement



➔ **Materials.**

- Workbook.
- Handouts.
- Nudge Cards.

1

2

3

4

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6



Skill Drill 3: Negotiation and Persuasion.

In this skill drill, participants will explore techniques of negotiation and persuasion to ensure that stakeholders support and lead projects and do not become resistant or neutral. Participants will explore:

- Negotiation Strategies.
- Strategies of Persuasion.

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Stakeholder Engagement



➔ **Materials.**

- Workbook.
- Handouts.
- Nudge Cards.

1

2

3

4

5

6



Skill Drill 4: Reflection and Learning Journaling.

In this session, participants will use a learning journal to record their key learning from the session.

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Stakeholder Engagement



➔ **Materials.**

- Workbook.
- Handouts.
- Nudge Cards.

1

2

3

4

5

6



Post-Workshop.

2 x Post-workshop online.

- Short self-paced simulations.
- Learning nudges on days 5, 10, and 15.

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Stakeholder Engagement



Program Evaluation:

- Post-workshop feedback.
- Post-workshop micro-simulation scores.
- Live +45 scores after 45 days of workshop.



Materials.

- Workbook.
- Handouts.
- Nudge Cards.

Dealmakers

Stakeholder Engagement



➔ **Materials.**

- Workbook.
- Handouts.
- Nudge Cards.

➔ **Learning Objectives.**

- Map and identify critical stakeholders.
- Move stakeholders from Unaware to Leading state.
- Engage stakeholders proactively and by using the most appropriate technique.
- Appreciate the importance of trust and relationship building in stakeholder engagement

➔ **Session Plan.**

- Introduction to the core concepts using examples. .
- Game briefing.
- Facilitated, Virtual, multiplayer game.
- Exploration of the core concepts through the game.
- .
- Learning summary and reflection.
- Personal action plan.

For more details – Connect with:

Bob Philip

Mobile: +971 - 543042878

Email: Bob@skills.cafe

Bhawna Mohabe

Mobile: 91- 6366236132

Email: Bhawna@skills.cafe