

Negotiating for Better Results



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Sales, Marketing & Customer Care

Training Offerings 2024-2025



150-P24-VE



Virtual



12 hours



EGP 2730

Course Description:

This course is tailored for professionals aiming to enhance their negotiation skills and overcome their fears. By employing diverse techniques, strategies, and personal assessment tests, participants can identify the negotiation process and its associated techniques, impacting both personal and professional contexts, as this will elevate self-esteem and enhance problem-solving capabilities.

Target Audience:

Professionals who need to enhance negotiation skills and negotiate with confidence.

Course Objectives:

By the end of this course participants will be able to:

- Define negotiation and distinguish between different personality styles.
- Identify negotiation strategies and its process
- Use techniques to prepare and open the negotiation by creating a positive impression
- Utilize information exchange and bargaining techniques effectively.
- Discuss how to manage the closing stage effectively in negotiation.

Course Outline:

Module 1: Introduction to Negotiation and Personality Dynamics

Session One: Negotiation Overview

- What is Negotiation?
- The successful negotiator
- Assignment

Session Two: Personality Styles in Negotiation

- Why should I know personality styles?
- Personality style
- Strengths and weaknesses of each personality
- Influencing different personality styles
- Assignment

Module 2: Negotiation Strategies

Session One: Different Negotiation Strategies

- Negotiation strategy
- Soft and Hard negotiation
- Negotiation process
- Assignment

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Module 3: Negotiation Preparation

Session One: Preparing for Negotiation

- Prepare for the negotiation
- Research for preparation
- Assignment

Session Two: Setting Good Impression and Ground Rules

- Creating good impression
- Setting ground rules while opening the negotiation
- Assignment

Module 4: Exchange Information and Bargain

Session One: Step 3 in Negotiation

- Exchange information
- The bargaining phases
- Techniques of bargaining phase
- Assignment

Session Two: Handling Negative Emotions

- Getting past No to Yes
- Negative emotions
- Assignment

Module 5: Close the Negotiation

Session One: Closing the Negotiation

- Moving from bargaining to closing
- Different possible outcomes in Negotiation
- Assignment

Assessment Strategy:

- 40 % Assignments between sessions
- 60 % Participation
- 60 % Cut off score of total grades which is "100

Upon Successful Completion of this Course, participants will obtain:

1 CEUs

Course Language:

English/Arabic

Prerequisites:

None

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