

# Mastering Business Negotiation Skills

Effective negotiation is a critical skill in the world of business. Whether you're closing deals, managing conflicts, or building partnerships, the ability to negotiate successfully can significantly impact your professional success.

The "Mastering Business Negotiation Skills" course is designed to equip participants with the essential knowledge and techniques needed to excel in negotiations, fostering positive outcomes for all parties involved.



R25 000 per person  
(VAT incl)



- Business professionals and executives involved in sales, procurement, partnerships, and deal-making.
- Entrepreneurs and small business owners seeking to enhance their negotiation capabilities.
- Managers and team leaders responsible for resolving conflicts and managing stakeholder relationships.

## What will you achieve?

### By the end of the course, you will be able to...

- Summarise the definition and key aspects of negotiation.
- Build your negotiation toolkit.
- Explain the potential steps of a negotiation in the real world as well as identify some potential negotiation problems.
- Recognize the various categories of negotiators.
- Create a non-confrontational conversation.
- Navigate the complexities of transitioning from competitive bargaining to interest-based negotiating.
- Reconcile the need for interpersonal interaction with achieving your goals.
- Arrange and lead a conversation genuinely.
- Sway others to your side with simple tools.
- Employ astute preparation techniques to help you consistently perform at your best.
- Participate in a fruitful negotiation by following a step-by-step approach.

- Successfully close a deal without making concessions.
- Know basic bargaining strategies and lingo that will help you succeed.

The course will use practical negotiation exercises throughout, which will give you an opportunity to test and apply your new learned skills immediately.

## Course Methodology

This course employs a combination of engaging lectures, interactive group discussions, real-world case studies, role-playing exercises, and practical simulations. Participants will have the opportunity to apply their learning in realistic negotiation scenarios, receive feedback from both instructors and peers, and refine their negotiation skills through hands-on practice.

## Proposed Duke CE faculty



Eugene Nana Tankou  
*Educator*

### About Duke CE

Executive education is only as effective as the business need that it solves. At Duke CE, our primary differentiator is an immersive, locally relevant but globally inspired leadership experience engineered for impact.

*Our **thought leadership** defines us;  
Our **content** distinguishes us; and  
Our **commitment** to strategic  
innovation and holistic design thinking  
differentiates us.*

### Ranked #1 Worldwide

The Financial Times has ranked Duke Corporate Education #1 worldwide in custom executive education in its 2023 Executive Education Ranking.

**80**  
Countries  
Delivered

**1,500+**  
Global  
educators

**10,000+**  
Programmes  
completed

**300,000+**  
Learners  
engaged

