

Negotiation and Business Development Training

A MASTERCLASS



Cohort One

29th May – 26th June, 2023

Powered by:



Certified by:



Overview

The course in Negotiation and Business Development aims to equip you with the necessary skills, knowledge and expertise to negotiate effectively. Business development is an increasingly important function of organizations large and small, and therefore this course has a strong focus on negotiation within a business context. The skills that you will gain in the Negotiation and Business Development course will empower you to create value, mitigate conflict and negotiate the best outcome for all parties involved.

Key Learning Objectives

On completion of this 1-month intensive training, participants will be able to: -

- Understand the role and responsibilities of Business Development
- Develop the skills and knowledge to negotiate effectively
- Identify and use key Business Development strategies
- Learn to manage conflict
- Grow your expertise in the field of negotiation, mediation and business development

Suitability

This course is suitable for aspiring and practicing business development executives and managers, sales and marketing teams among others.

Workload

The course takes 4 weeks assuming 3-4 hours of study per week. It consists of 2 mandatory modules with each module having 8 lessons which build upon each other.

Award

On completion of this course participants will be awarded a Certificate in Negotiation and Business Development conferred by Austin Peay University, USA and CPD UK in collaboration with Upskillist.

Accreditation

This course is accredited by Austin Peay State University and participants will receive an accredited certificate assessed by global academic partners, Austin Peay State University and the CPD Certification Service.

Austin Peay State University – Located in Tennessee, USA Austin Peay State University has certified this course that provide students with the skills, adaptive thinking and habits required for negotiation and business development.



CPD – There is an increasing expectation for professionals to undertake Continuing Professional Development regardless of industry sector, career level, job role and responsibilities. Upskillist engages with CPD to ensure that both academic and practical qualifications do not become outdated allowing students to upskill or reskill. This course has been formally certified by CPD and completed diplomas bear the CPD approved logo.

What is covered

The course is made up of modules with each module having 8 lessons.



Module 1: Introduction to Negotiation and Business Development

Lesson 1: An introduction to communication & negotiation

An introductory overview of negotiation, preconceptions, positive attributes & facts

Lesson 2: An introduction to business development

An introductory overview of the role and responsibilities of business development in a business

Lesson 3: Negotiation and Business development terminology

We take a look at the variety of terms and tools used in negotiation & business development

Lesson 4: Communication, conflict management & EQ

An introduction to the psychology behind why conflict arises, why effective communication is vital to master, as well as insight into emotional intelligence and how it affects your work

Lesson 5: An introduction to mediation

An introductory look at mediation and the 5Ps of negotiation

Lesson 6: Why business development is important

We take a birds-eye view of how businesses operate, and why business development as a function - is vital to the success of that organization.

Lesson 7: Business development best-practices

Goals & objectives, and other best practices in business development

Lesson 8: Ethically speaking...

An introduction to ethics in negotiation

Module 2: Intermediate in Negotiation and Business Development

Lesson 1: The mind's decision-making path

Since our entire course is based on communication, making decisions and resolving any conflicting factors, let's start Module 2 with an introduction to human cognition in decision making

Lesson 2: Negotiation analysis

We take a look at effective and ineffective negotiation at the hand of negotiation analysis.

Lesson 3: Effective negotiation strategies

An introduction to assessing customer demand, and how to generate value when there is uncommon ground.

Lesson 4: Initiating strategy

In this lesson, we introduce you to partnership fundamentals, part types and strategic initiatives

Lesson 5: Strategic tension and conflict management

In this lesson, we learn more about strategic tension, how to identify this tension and to effectively monitor & manage conflict

Lesson 6. Cause & effect

We take a deeper look at the causes, consequences and effects of different bargaining styles, tactics and emotional influences.

Lesson 7: Preparing for negotiations

We take a look at some of the core skills required for negotiation, and how to prepare for upcoming negotiations

Lesson 8: Negotiation mastery

Setting goals, building self-confidence and using negotiation analysis for effective negotiations.

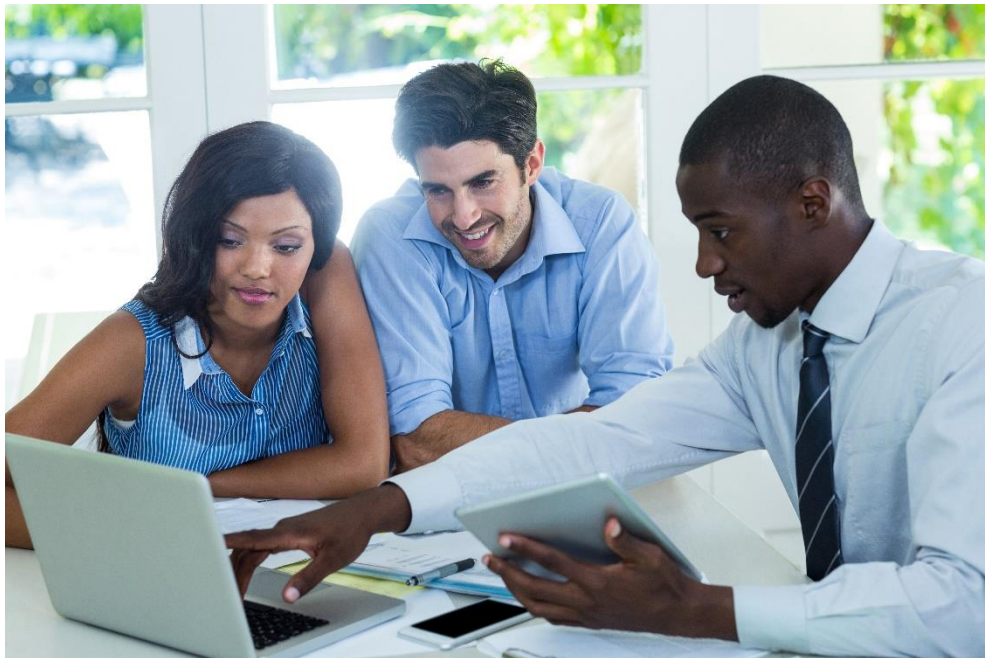
Course Delivery

Each module consists of: -

- On demand lecture/presentation of each unit
- Weekly assignments
- A module assignment
- Webinar slides
- Summary notes

Course Summary

Location:	Virtual / Online
Duration:	4 Weeks
Cost:	US\$ 225.00 + 16% VAT
Dates:	29 th May – 26 th June, 2023



Insurance Institute of East Africa
Brunei House, 3rd Floor | Witu Road off Lusaka Road
P.O. Box 16481 - 00100 Nairobi, Kenya
Tel: +254 20 6530128 | 6530298
Mobile: + 254 723 334 408 | 733 812 695
E-Mail: info@iiea.co.ke | www.iiea.co.ke