



SUCCESSFUL NEGOTIATION – STRATEGIES AND SKILLS TRAINING



MTBM Group Sdn. Bhd. (1600656-M)

Level 8, MCT Tower, Sky Park, One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor

Course Title: Successful Negotiation – Strategies and Skills Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training provides participants with practical techniques, strategies and communication skills to conduct successful negotiations in various workplace settings. It covers the principles of effective negotiation, preparation strategies, persuasive communication, interest-based negotiation and methods to manage objections or difficult counterparts. Through case studies, simulations and guided activities, participants will learn how to achieve win-win outcomes, maintain professional relationships and negotiate confidently in both formal and informal situations.

OBJECTIVE(S):

- Understand negotiation principles and key success factors.
- Strengthen communication, persuasion and influence skills.
- Prepare systematically for any negotiation scenario.
- Apply interest-based negotiation and win-win strategies.
- Manage objections, conflict and difficult negotiators.
- Use structured negotiation frameworks and techniques.
- Build confidence in real negotiation discussions.
- Improve decision-making and maintain strong relationships.

TARGET GROUP(S):

- Supervisors and team leaders
- Managers and executives
- Sales, procurement and customer-facing personnel
- HR and administrative staff
- Project team members
- Anyone involved in negotiation or decision-making

ENTRY REQUIREMENT(S):

- Able to read, write and communicate verbally in Malay/English

TOPIC(S):

1. Introduction to Negotiation Principles and Concepts
2. Preparation and Strategy Planning for Negotiation
3. Communication and Persuasion Skills
4. Interest-Based Negotiation and Win–Win Approaches
5. Managing Conflict, Objections and Difficult Negotiators
6. Negotiation Models, Tools and Decision-Making
7. Building Rapport and Maintaining Professional Relationships
8. Practical Exercises and Real Negotiation Scenarios

LIST OF REFERENCE BOOK(S):

- Negotiation strategy guides
- Communication and persuasion references
- Conflict management and behavioural psychology materials

LIST OF TEACHING AID(S):

- LCD projector
- Computer
- Whiteboard with accessories
- Flip chart with accessories
- Negotiation role-play scenarios and worksheets

METHODOLOGY(S):

- Lecture
- Case studies
- Group discussions
- Role-play and simulation
- Practical negotiation exercises

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 10:15 am	Topic 1: Negotiation Principles and Concepts
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 2: Preparation and Strategy Planning
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 3: Communication and Persuasion Techniques
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 4: Interest-Based Negotiation and Win–Win Strategies

TRAINING SCHEDULE

Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 10:15 am	Topic 5: Managing Conflict, Objections and Difficult Counterparts
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 6: Negotiation Models and Decision-Making Tools
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 7: Building Rapport and Sustaining Relationships
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 8: Negotiation Practice Workshop and Simulation