

# The Negotiation Journey

FROM FUNDAMENTALS  
TO MASTERY







# The Art & Science of Negotiation

Imagine walking into any negotiation, whether with clients, partners, or colleagues and knowing how to guide discussions, influence decisions, and reach strong agreements. This immersive program will transform you into a persuasive, adaptive negotiator, equipped to handle real-world scenarios using proven tools like BATNA, WATNA, ZOPA, and WAP, alongside tactics such as anchoring, framing, and logrolling. Beyond strategies, you'll build emotional intelligence, navigate cross-cultural and multi-party dynamics, and develop the trust needed to craft lasting, win-win solutions.





# Who Should Attend

This training is designed for professionals who want to gain a competitive edge in negotiation, including:

- Managers & Team Leaders
- Sales & Business Development Professionals
- Procurement & Supply Chain Officers
- Entrepreneurs & Startup Founders
- HR Professionals
- Project Managers & Consultants
- Legal, Compliance & NGO Leaders
- Diplomats, Government Officials, and more.

# Key Concepts & Techniques

You will master powerful negotiation tools, including:

- BATNA, WATNA, ZOPA & WAP: Essential negotiation frameworks that empower you to make strategic decisions with clarity, confidence, and control.
- Anchoring, Framing & Logrolling: Tactics to guide discussions and influence outcomes
- Negotiation Styles & Power Dynamics
- Trust-building & Emotional Intelligence
- Multi-party and Cross-cultural Negotiation
- Scenario-Based Simulations for real-life practice

## Learning Objectives

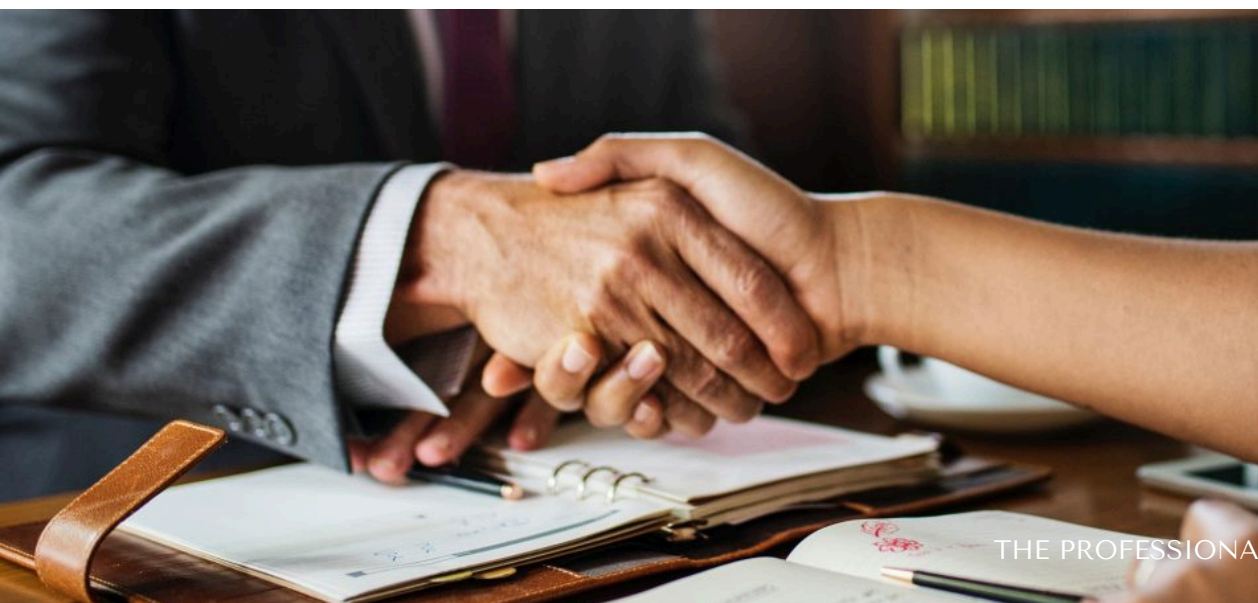
Participants will learn how to:

- Prepare for and lead high-stakes negotiations
- Apply structured frameworks to reach win-win outcomes
- Communicate persuasively and adapt to complex dynamics
- Build trust and manage power balances
- Resolve conflicts, impasses, and competing interests

## Learning Outcomes

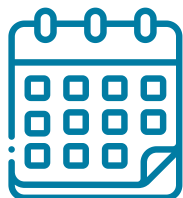
By the end of the training, you will be able to:

- Lead confident, productive negotiations across sectors
- Tackle diverse negotiation settings with proven tools
- Make better decisions and close sustainable agreements





# Program Information



## DATES

Courses will take place according to the following schedule:

7, 9, 14, 16, 21, 23 October 2025

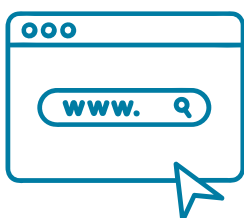


## TIMING | MODALITY | LOCATION

Course time: 17:30 PM – 20:30 PM

Duration: 18 hours | In-person

Location: Professional Training Center,  
Campus of Innovation and Sports (CIS),  
USJ, Beirut.



## REGISTRATION

Deadline September 25, 2025

Online application on the following link:  
<https://enquetes.usj.edu.lb/index.php/197867?lang=en>



## FEES

\$450

**EARLY BIRDS  
REGISTRATION  
BEFORE SEPTEMBER  
10, 2025**

**\$390**

# Meet Your Negotiation Mentor



## **MR. RAMY BOU KHALIL**

With years of hands-on experience and international exposure, Mr. Bou Khalil is a seasoned negotiation expert and leadership coach. He brings theory to life with engaging simulations, real-world examples, and actionable insights that empower professionals to perform at their best.



# Contact

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