Garnet
Garnet Global Training Center

GGT-MK-114

Marketing, Sales & Communication

Negotiation for Sales Professionals

التفاوض لمحترفي المبيعات

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Negotiation for Sales Professionals focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. Win and keep customers with sharper strategy, selling and communication. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Apply the methods and standards of Negotiation for Sales Professionals to real tasks.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Negotiation for Sales Professionals: principles and standards

- Customer insight and segmentation
- Regional and international case studies

Day 2 Methods and tools in practice

- Brand and positioning
- Digital channels and content

Day 3 Diagnosis and problem solving

- Sales process and negotiation
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Measurement and ROI
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Media and stakeholder communication
- Measurement and reporting

10-day outline

Day 1 Negotiation for Sales Professionals: principles and standards

- Customer insight and segmentation
- Regional and international case studies

Day 2 Methods and tools in practice

- Brand and positioning
- Digital channels and content

Day 3 Diagnosis and problem solving

- Sales process and negotiation
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Measurement and ROI
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Media and stakeholder communication
- Measurement and reporting

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Hands-on workshop on a workplace challenge

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Common mistakes and how to avoid them

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
11–15 Jan 2027	5-day classroom	Abu Dhabi	Arabic	4,750
5–16 Apr 2027	10-day classroom	Kuala Lumpur	English	8,950
2–6 Aug 2027	5-day online	Live online	English	2,950
18–22 Oct 2027	5-day classroom	Barcelona	English	4,750
6–17 Mar 2028	10-day online	Live online	Arabic	5,450
2–13 Jul 2028	10-day classroom	Amman	Arabic	8,950
2–6 Oct 2028	5-day classroom	Dubai	Arabic	4,750
18–22 Dec 2028	5-day classroom	London	English	4,750
1–5 Jan 2029	5-day classroom	Abu Dhabi	English	4,750

Dates	Format	City	Language	Fee (USD)
18–22 Jun 2029	5-day classroom	Geneva	English	4,750
16–20 Jul 2029	5-day online	Live online	English	2,950
3–14 Dec 2029	10-day classroom	Paris	English	8,950
7–18 Jan 2030	10-day online	Live online	Arabic	5,450
1–5 Jul 2030	5-day classroom	Dubai	English	4,750
18–22 Aug 2030	5-day classroom	Doha	Arabic	4,750
18–29 Nov 2030	10-day classroom	Abu Dhabi	English	8,950

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/