

The Art of Being Powerful and Persuasive in Negotiation

(Specified for Women)

Did you know women are better negotiators than men?

Dayan Consultants (Banuvaneh) & Christina Ioannidis



Introduction

Research has proved that women are excellent negotiators, as they use what is called "Integrative Bargaining" techniques; in negotiations, however, women often feel intimidated. This session is designed to guide women through the stylistic differences in negotiations and offer practical techniques to negotiate in a man's world.

Course objectives

Participants will leave with:

- Insight into the gender-based differences in approaching negotiations
- A toolbox to enable them to prepare, approach and undertake challenging negotiations
- The confidence to engage in negotiations without fear and dread
- Hands-on experience of Integrative Bargaining negotiation techniques, which are in tune with female values of authenticity and collaboration
- Practical experience to leveraging negotiations for the benefit of their business
- An appreciation that their business is an entity worthy of growth and whereby additional funding could unlock significant growth potential.

Notice:

This online course will be held on [Zoom](#) platform. You can easily use it on your laptop or mobile phone. After installation no need to use VPN or proxy anymore!

Registration fee:

3.000.000 Tomans BUT with 60% discount till October 11 for early birds you need to pay ONLY 1.200.000 Tomans or 150 USD.

Ayandeh Bank Card Number: 6362-1410-8099-4123 (MahSa Hariri)

For payments from outside of Iran please contact us.

More info & Registration:

www.Banuvaneh.com

WhatsApp: 0098 9100200757

Agenda in detail

Module 1: Delving into the heart of negotiations:

- Preparing for tough negotiations
- Understanding the gender-based differences in approaching negotiations
- Strategies and techniques to diffuse scepticism and aggression

Module 2: The Power is.... In the detail: practical management of negotiations

- Asking diagnostic questions
- Sharing information
- Understanding the needs from each different party

Module 3: Being the Persuasive Negotiator - Finding Solutions

- Brainstorming solutions
- Agreeing
- Closing negotiations

Module 4: Case-study: An interactive exercise

- Negotiation Virtual Role Play
- Discussion and debrief
- Wrap!

This intensive course runs over 4 weeks on the following dates:

Wednesday 21st October

Wednesday 28th October

Wednesday 4th November

Wednesday 11th November

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Faculty: Christina Ioannidis

Christina Ioannidis is an internationally recognized, speaker, trainer and Christina is an international speaker, consultant and facilitator. Over a 23-year career she is a business veteran and has lived the full business lifecycle – a corporate career marked by double-redundancy, serial entrepreneurship, as well as a business failure.

Her training programmes are characterized by straight-talking, experience-led insight. She is not an academic nor a wannabe coach. Her insights are based on real-life experience and all the possible curve-balls that can be thrown to any professional. A natural disruptor, she has been recognized by the UK Government as 'Leader in Women in Business' and has received the coveted The International Alliance for Women's World of Difference Award in Washington DC.

Christina has worked with management, senior leaders and boards on strategy and organizational effectiveness. Christina is the author of the published "Your Loss: How to Win Back Your Female Talent" which offers a hands-on blue-print for creating Gender Savvy organisations, reducing corporate losses by increasing the retention of top female talent.

Christina is also the founder of Top of Her Game, a platform which redresses gender-bias through the power female role-models in the male-dominated Science, Technology, Engineering and Mathematics (STEM) fields and openly challenges limiting perceptions relating to women in the GCC. It also offers corporations solutions for internal culture change and talent management impacting the complete talent pipeline, including its signature Female Majlis, the GCC's first cross-industry peer-mentoring programme.

She has been invited to comment on Emirates News – Dubai One TV, DubaiOne Radio, Bloomberg TV, Sky News, The Sunday Times, The Observer, The Evening Standard, The Guardian, Marie Claire, to name but a few. Christina was also selected to be a spokesperson for the UK's Chartered Management Institute's Gender Salary Reports in both 2011 and 2012. She has also been the Chair of the Gulf Marketing Review's Marketing to Women conference.

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