

Mastering the Art of Negotiation

Sep 28 – 29, 2026	Venue: PIM, Karachi	Rs. 39,000/=
Aug 24 – 25, 2026	Venue: PIM, Lahore.	Rs. 39,000/=
Oct 19 – 20, 2026	Venue: PIM, Islamabad.	Rs. 39,000/=

Note: The Fee is Exclusive of GST.

Negotiations happen every day, all around us. They are not strictly confined to business scenarios but are a daily part of our lives. While negotiation skills may sometimes be considered reserved for upper management and top executives, these skills are both relevant and useful for all business professionals in their personal and professional lives. If we want to develop our negotiation skills and attain greater negotiation success, then we need to be willing to reflect on the important elements of negotiation like

Topics of Discussion

- Process of Negotiation
- Understanding Negotiation Styles
- The Negotiation Process
- BATNA (Best Alternative to a Negotiated Agreement)
- ZOPA (Zone of Possible Agreement)
- Advanced Negotiation Strategies
- The Rational vs. the Emotional Aspects of Negotiation
- Dealing with Difficult Situations
- Why interest-based negotiation is so valuable
- Closing Deals & Creating Win-Win Outcomes
- Agreement framing
- Ensuring commitment

Learning Outcomes

- ✓ Complex relation between Conflict and Negotiation
- ✓ The Five Modes of Conflict Resolution
- ✓ The Rational vs. the Emotional Aspects of Negotiation
- ✓ Two Kinds of Bargaining: Distributive (win-lose) or Integrative (win-win)
- ✓ Basic Principles of Integrative or Win-Win Bargaining:
- ✓ Paying Attention to the Flow of Negotiation: Negotiation is a sequence of events, not an incident
- ✓ The "Intangibles" of Negotiation
- ✓ Some "Tricks" Skilled Negotiators Use
- ✓ Anchoring, concessions, silence
- ✓ Power dynamics in negotiation
- ✓ Handling conflict and deadlocks
- ✓ Negotiating with difficult people

✓ Cultural considerations

Who Should Attend: Designed for managers, professionals, and leaders.

FOR DETAILS AND REGISTRATION

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