

CERTIFICATE PROGRAM

THE NEGOTIATION LAB: PREPARE, INFLUENCE, AND CLOSE

MASTER THE STRATEGY.
INFLUENCE WITH IMPACT.
CLOSE WITH CONFIDENCE.

PROGRAM AT A GLANCE



DATES

Nov-Dec 2026



TIMING

5:30 PM - 8:30 PM



DURATION

18 Hours



LOCATION

CIS, USJ Beirut



EARLY BIRD FEES

Before October 30, 2026

390 \$



FEES

450 \$

ABOUT THIS PROGRAM



The Negotiation Lab: Prepare, Influence, and Close is an immersive certificate program designed to equip professionals with the strategic mindset, practical tools, and confidence needed to navigate negotiations effectively.



Designed for professionals involved in negotiation and decision-making, the program combines focused conceptual inputs, simulations, role plays, strategic dilemmas, and structured debriefs across six progressive sessions.



Participants will learn to prepare using BATNA, WATNA, ZOPA, and WAP, manage anchors and first offers, balance transparency and trust, trade concessions strategically, and respond effectively to pressure and impasses.



By the end of the program, participants will be equipped to create value, strengthen their influence and communication, make strategic negotiation decisions, and close sustainable agreements while protecting long-term relationships.



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MODULES AND LEARNING OUTCOMES

A structured learning journey to develop the strategic preparation, communication, influence, and decision-making skills needed to negotiate confidently, create value, manage pressure, and close sustainable agreements.

Modules	Learning Outcomes	Key Focus
1 Negotiation Mindset and Strategic Preparation	- Understand distributive and integrative negotiation approaches. - Prepare strategically using BATNA, WATNA, ZOPA, and WAP. - Define clear objectives, alternatives, and walk-away points. - Develop a strategic and adaptive negotiation mindset.	- Negotiation Styles - BATNA & WATNA - ZOPA & WAP - Strategic Preparation - Walk-Away Points
2 Anchoring and the First-Offer Decision	- Evaluate when and whether to make the first offer. - Understand how anchoring influences negotiation outcomes. - Develop effective opening positions and counter-anchoring strategies. - Make informed decisions when opening a negotiation.	- First-Offer Strategy - Anchoring - Counter-Anchoring - Opening Positions - Strategic Decision-Making
3 Influence, Communication and Strategic Transparency	- Strengthen influence through framing, questioning, and active listening. - Apply emotional intelligence during negotiation. - Balance transparency, trust, and information protection. - Communicate strategically to strengthen negotiation outcomes.	- Framing - Questioning & Listening - Emotional Intelligence - Strategic Transparency - Trust Building
4 Logrolling, Concessions and Elegant Trading	- Create value through strategic trade-offs and logrolling. - Use conditional concessions rather than giving value away. - Identify opportunities for mutually beneficial exchanges. - Apply value-creation techniques in buyer-seller negotiations.	- Logrolling - Conditional Concessions - Value Creation - Elegant Trading - Buyer-Seller Negotiation
5 Power, Leverage, Pressure and Impasses	- Recognize and respond effectively to power plays and pressure. - Use leverage strategically while maintaining trust. - Manage resistance, difficult situations, and negotiation impasses. - Make sound decisions about when to continue or walk away.	- Power & Leverage - Pressure Management - Trust & Resistance - Impasse Management - Walk-Away Decisions
6 Multi-Party and Cross-Cultural Negotiations & Closing	- Navigate multi-party and cross-cultural negotiation dynamics. - Apply negotiation tools in complex, evolving scenarios. - Close agreements effectively while protecting long-term relationships. - Consolidate learning into a personal negotiation approach.	- Multi-Party Negotiations Cross-Cultural Dynamics Complex Negotiations Sustainable Closing - Personal Negotiation Playbook

DATES

- November 17, 19, 24, 26, 2026, from 5:30 p.m. to 8:30 p.m.
- December 1 and 3 2026, from 5:30 p.m. to 8:30 p.m.



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MEET YOUR TRAINER



Mr. Ramy Boukhalil

Drawing on extensive hands-on experience, international exposure, and a strong retail background, Ramy Boukhalil is a consultant, corporate trainer, lecturer, and leadership coach specializing in negotiation, time management, and organizational development. He lectures in Consumer Behavior at ESA Business School and delivers negotiation and time management programs at CFP-USJ, as well as for corporate and development-sector clients. Through engaging simulations, real-world cases, and practical frameworks, he transforms theory into actionable insights that empower professionals to negotiate confidently and perform at their best.



WHO SHOULD ATTEND

This program is designed for professionals who regularly negotiate, influence decisions, manage competing interests, or work toward agreements in complex professional environments:

- Managers and team leaders
- Sales and business development professionals
- Procurement and supply chain officers
- Entrepreneurs and startup founders
- HR professionals
- Project managers and consultants
- Legal, compliance, and NGO leaders
- Diplomats and government officials
- Other professionals involved in negotiation and decision-making



CERTIFICATE AWARDED

Upon successful completion of the program participants will receive a certificate delivered by the Professional Training Center at USJ.

