

CHARTERED 
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

CERTIFIED COMMERCIAL NEGOTIATION AND DEAL STRUCTURING MANAGER™

CCN™

**Fully Accredited
By:**

Chartered Institute of
Professional Certifications

CPD
Certification Service



PROGRAM OVERVIEW



Commercial negotiations and deal structuring rank among the world's most complex business disciplines, because a single transaction can involve multiple stakeholders with **conflicting interests, pervasive information asymmetry, deep psychological biases, cultural differences, regulatory hurdles, time pressures, market uncertainties, power imbalances**, and intricate financial and operational layering.

This certified program equips you to lead complex commercial negotiations with sharper strategy, tighter discipline, and greater confidence. You will learn to **assess counterpart interests, anticipate negotiation dynamics, and align internal stakeholders** long before discussions begin, then **apply BATNA (Best Alternative to a Negotiated Agreement), ZOPA (Zone of Possible Agreement), and anchoring** to build leverage and define realistic negotiation boundaries. Armed with clearer objectives, planned concessions, and defensible walk-away positions, you will break deadlocks, preserve valuable commercial relationships, and decline agreements that import unnecessary risk.

The program also strengthens how you read the wider commercial architecture of a deal. You will **assess pricing, profitability, and strategic trade-offs to determine whether an agreement creates sustainable value**. You will build **stronger contractual protections across warranties, indemnities, and liability allocation**, while tightening termination rights and dispute resolution. For international transactions, you will examine taxation, sanctions screening, and geopolitical risk. The result for your organization is lower exposure, better decisions, and more balanced commercial outcomes.

ACCREDITATIONS



4.8



4.6



PROGRAM OVERVIEW



Most importantly, you will learn how to **translate negotiated agreements into measurable business results**. Through practical case studies, multi-party simulations, and role-play exercises, you will sharpen your ability to **manage implementation, monitor contract performance, and control scope creep**, reinforce accountability, and address emerging issues before they erode value. By connecting negotiation strategy to contract governance, you will protect commercial value across the full deal lifecycle.

Upon completing the program and passing the Chartered exam, you will attain the **Certified Commercial Negotiation and Deal Structuring Manager (CCN™)** designation – a globally recognized credential affirming your ability to navigate complex negotiations, structure high-value agreements, and drive stronger commercial outcomes with confidence and authority.

ACCREDITATIONS



4.8



4.6



KEY SKILLS YOU WILL GAIN

From This Program



**COMMERCIAL NEGOTIATION STRATEGY
NEGOTIATION PLANNING & PREPARATION
BATNA ANALYSIS
ZOPA ASSESSMENT**

**NEGOTIATION LEVERAGE
CONCESSION PLANNING
ANCHORING TECHNIQUES
BARGAINING STRATEGY**

**DEADLOCK RESOLUTION
NEGOTIATION PSYCHOLOGY
INFLUENCE & PERSUASION
COGNITIVE BIAS MANAGEMENT**

**STAKEHOLDER MANAGEMENT
COMMERCIAL RELATIONSHIP MANAGEMENT
COMMERCIAL DEAL STRUCTURING
DEAL VALUE OPTIMIZATION
COMMERCIAL RISK ALLOCATION**

**PRICING STRATEGY
COMMERCIAL FEASIBILITY ANALYSIS**

YOUR FACULTY DIRECTOR



Christina Alexopoulos

An Accomplished Lawyer, Commercial Leader & Procurement Professional

Christina Alexopoulos is **an accomplished lawyer, commercial leader, and procurement professional** with more than 20 years of legal experience and over six years as a Senior Commercial Manager specializing in IT procurement. That multidisciplinary background lets her **bring legal rigor and commercial judgment to complex negotiations, contract structuring, stakeholder engagement, and business advisory**. She also brings more than 15 years of teaching and mentoring experience alongside her extensive professional practice.

Christina's practical expertise spans **negotiation strategy, commercial deal structuring, pricing and payment models, contractual risk allocation, stakeholder management and long-term value creation**. Her legal and procurement background adds hard-won insight into warranties, indemnities, liability management, dispute resolution and commercial documentation. Her business-focused approach helps participants connect negotiation strategy directly to real-world commercial decisions, contractual protections and sustainable deal outcomes.

OUR PARTICIPANTS

Over 70% of FORTUNE 500 Companies Have Attended Our Accredited Programs Before



PROGRAM AGENDA



MODULE 1 - COMMERCIAL NEGOTIATION FUNDAMENTALS

- Negotiation Principles and Frameworks
- Value Creation Strategies
- Negotiation Power and Preparation
- Emotional Intelligence and Room Dynamics
- Commercial Negotiation Mindset

MODULE 2 - NEGOTIATION PLANNING AND PREPARATION

- Negotiation Objectives and Priorities
- Stakeholder Interests and Relationships
- Negotiation Strategy Development
- Flexibility and Adaptability
- Negotiation Preparation and Practice

MODULE 3 - NEGOTIATION PSYCHOLOGY, INFLUENCE AND PERSUASION

- Behavioural Psychology and Emotional Intelligence
- Influence and Persuasion Techniques
- Cognitive Biases and Risk Perception
- Trust and Social Influence
- Framing and Assumption Testing

MODULE 4 - STRATEGIC STAKEHOLDER AND RELATIONSHIP MANAGEMENT

- Stakeholder Identification and Management
- Trust and Credibility Building
- Internal Stakeholder Influence
- External Stakeholder and Supplier Management
- Relationship-Building Strategies

MODULE 5 - ADVANCED NEGOTIATION STRATEGIES AND TACTICS

- BATNA and Negotiation Leverage
- ZOPA and Walk-Away Positions
- Anchoring and Bargaining Techniques
- Concession Planning and Value Creation
- Deadlock Resolution and Counter-Negotiation

MODULE 6 - COMMERCIAL DEAL STRUCTURING AND VALUE OPTIMIZATION

- Pricing and Payment Structures
- Commercial Terms and Risk Allocation
- Performance Incentives
- Supplier Performance and Flexibility
- Strategic and Long-Term Value

PROGRAM AGENDA



MODULE 7 - FINANCIAL ANALYSIS AND COMMERCIAL DECISION-MAKING

- Financial and Commercial Value Assessment
- Pricing and Valuation Methods
- Profitability and Commercial Feasibility
- Financial Trade-Off Analysis
- Investment and Deal Decision-Making

MODULE 8 - CONTRACT STRUCTURING AND LEGAL RISK MANAGEMENT

- Contractual Provisions and Legal Obligations
- Warranties and Indemnities
- Liability Allocation and Risk Mitigation
- Termination and Performance Provisions
- Dispute Resolution and Governing Law

MODULE 9 - CROSS-BORDER NEGOTIATION AND INTERNATIONAL DEAL MAKING

- Cross-Cultural Negotiation and Communication
- International Regulatory and Compliance Requirements
- Geopolitical and Currency Risks
- Cross-Border Tax and Transfer Pricing
- International Payments, Trade and Incoterms

MODULE 10 - TERM SHEET DEVELOPMENT AND COMMERCIAL DOCUMENTATION

- Term Sheets, LOIs and MOUs
- Binding and Non-Binding Provisions
- Confidentiality and Exclusivity
- Translating Negotiated Outcomes into Contract Terms
- Document Control, Redlining and Approvals

MODULE 11 - NEGOTIATION ETHICS, GOVERNANCE AND REGULATORY COMPLIANCE

- Ethical Negotiation and Good-Faith Bargaining
- Anti-Bribery and Corruption Compliance
- Confidentiality and Information Protection
- Conflicts of Interest and Negotiation Authority
- Governance, Audit Trails and Regulatory Compliance

MODULE 12 - POST-DEAL EXECUTION, PERFORMANCE AND RELATIONSHIP MANAGEMENT

- Contract Implementation and Governance
- KPI, SLA and Performance Monitoring
- Contract Variations and Scope Management

PROGRAM AGENDA



- Dispute Prevention and Resolution
- Value Realization and Relationship Management

MODULE 13 - COMMERCIAL NEGOTIATION SIMULATIONS AND CASE STUDY APPLICATIONS

- Commercial Negotiation Case Studies
- Multi-Party Deal Simulations
- Negotiation Role-Play Exercises
- Real-Time Strategy and Adaptability
- Negotiation Reviews and Performance Debriefs

EXAMINATION

YOUR CHARTER DESIGNATION



Chartered Institute of Professional Certifications' programs are unique as they provide you with professional charter designations and marks that can be used across your lifetime once you have completed our programs.

On successfully completing the program and passing the Chartered exam, you will be awarded the **Certified Commercial Negotiation and Deal Structuring Manager (CCN™)** designation. It validates your capability in strategic commercial negotiation, deal structuring and contractual risk management, can be added to your CV, resume and professional profile, and carries lifelong validity.

Developed by the **Chartered Institute of Professional Certifications**, the program content has been independently accredited by the **CPD Certification Service** as adhering to the highest standards of continuing professional principles. For professionals accountable for complex negotiations and commercial agreements, the CCN™ designation delivers formal recognition of capabilities spanning negotiation strategy, commercial decision-making, contract structuring and deal value realization.

ABOUT US

49,525

Business Leaders Have
Attained Their Chartered
Certifications Since 2009

390

Certified and Fully
Accredited Programs

87%

Chartered Leaders Have
Reported Career Promotions
and Enhancements

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All of Chartered Institute of Professional Certifications programs are fully accredited programs. The professional charters and designations are trademarked credentials that can only be used by professionals who have completed and passed our accredited program. It is also independently accredited by CPD as adhering to the highest standards of continuing professional principles.

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Business
School**

**London
Business
School**



CONTACT US TODAY

We Thank You for Your Ongoing Support
of Our Programs

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