MERCURY

Negotiation Skills, Influence, and Persuasion Training

20 – 24 December 2026
Istanbul (Turkey)



Dubai - UAE: +971 4 450 5697
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Ref: 15452_1079179 **Date:** 20 – 24 December 2026 **Location:** Istanbul (Turkey) **Fees:** 4900 Euro

Introduction:

In this Negotiation Skills, Influence, and Persuasion course, participants will learn the art of creating value, resolving conflicts, and managing emotions in negotiations. They will also delve into the nuances of negotiating across cultures and navigating complex multi-party scenarios.

Participants in this Negotiation Skills, Influence, and Persuasion training will be well-prepared to tackle various negotiation challenges and achieve more favorable outcomes in their professional interactions, enhancing their negotiation prowess and building valuable, lasting relationships.

In this Negotiation Skills, Influence, and Persuasion course, participants will learn influencing and negotiation skills, focus on persuasion, and influence others effectively while maintaining positive relationships. They will also explore the power dynamics between parties and how to leverage them for successful outcomes.

Participants in this Negotiation Skills, Influence, and Persuasion training will explore advanced methods of convincing others and securing agreements that benefit all parties involved. A deep understanding of the psychology behind persuasion will empower participants to become master negotiators.

Negotiation skills are essential because they enable individuals to resolve disputes, forge agreements, and navigate interpersonal interactions with finesse and positive outcomes. It will elucidate the advantages of negotiation skills and demonstrate their impact through a case study analysis.

Targeted Groups:

- Business professionals.
- Sales and marketing professionals.
- Managers and team leaders.
- Human resources professionals.
- Entrepreneurs and startup founders.
- International relations and diplomacy experts.

Course Objectives:

At the end of this Negotiation Skills, Influence, and Persuasion course, the participants will be able to:

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- Develop comprehensive negotiation skills.
- Understand the principles of value creation and claiming.
- Navigate difficult negotiation situations and conflict resolution.
- Apply emotional intelligence in negotiations.
- Build effective relationships in negotiations.
- Cultivate cultural competence for diverse negotiation contexts.
- Acquire skills for multi-party negotiations and organizational challenges.

Targeted Competencies:

By the end of this Negotiation Skills, Influence, and Persuasion training, the participant's competencies will be able to:

- Negotiation Fundamentals.
- Creating Value vs. Claiming Value.
- Best Practices for Difficult Situations.
- Dealing Effectively with Emotions and Relationships.
- Negotiating Across Cultures.
- Multi-Party Negotiations and Organizational Challenges.

Course Content:

Unit 1: Negotiation Fundamentals:

- Introduction to Negotiation: Definition and Importance.
- Key Concepts: BATNA Best Alternative to a Negotiated Agreement, Reservation Point, ZOPA Zone of Possible Agreement.
- Types of Negotiation: Distributive vs. Integrative.
- The Negotiation Process: Preparation, Discussion, Clarification, Bargaining, and Closure.
- Simulated Negotiation Exercise.
- Review and Analysis of Negotiation Exercise.
- Analyzing Real-Life Negotiation Cases.

Unit 2: Creating Value vs. Claiming Value:

- Understanding Value Creation in Negotiation.
- Strategies for Maximizing Gains.
- Collaborative vs. Competitive Approaches.
- Identifying Common Interests and Trade-offs.
- Successful Negotiations with Value Creation.
- Practical Applications of Value Creation.
- Homework Assignment: Value-Creation Strategy Development.

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Unit 3: Best Practices for Difficult Situations:

- Dealing with Difficult People in Negotiations.
- Handling Aggressive and Uncooperative Parties.
- Strategies for Breaking Deadlocks.
- Managing Difficult Negotiation Scenarios.
- Review and Analysis of Difficult Negotiation Exercise.
- Homework Assignment: Difficult Negotiation Analysis.

Unit 4: Dealing Effectively with Emotions and Relationships:

- Recognizing and Managing Emotional Triggers.
- Building Trust and Rapport in Negotiations.
- Empathetic Communication Skills.
- Emotional Negotiation Scenarios.
- Review and Analysis of Emotional Negotiation Exercise.
- Homework Assignment: Emotional Intelligence in Negotiations.

Unit 5: Negotiating Across Cultures:

- Understanding Cultural Differences in Negotiation.
- Cross-Cultural Communication Styles.
- Avoiding Cultural Misunderstandings.
- Successful Cross-Cultural Negotiations.
- Strategies for Cross-Cultural Negotiations.
- Cross-Cultural Negotiation Plan.

Unit 6: Multi-Party Negotiations and Organizational Challenges:

- Multi-Party Negotiation Dynamics.
- Coalition Building and Alliances.
- Organizational and Team Challenges in Negotiations.
- Multi-Party Negotiation Exercise.
- Review and Analysis of Multi-Party Negotiation Exercise.
- Final Group Discussion and Q&A.