MERCURY

Communication and Negotiation Course

8 – 12 February 2027
Madrid (Spain)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 15500_1081319 **Date:** 8 – 12 February 2027 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction:

In the interconnected world of business and leadership, communication and negotiation are cornerstones of success. This Communication and Negotiation course highlights the skills of negotiation, influence, and persuasion into masterful negotiators and persuasive leaders. It focuses on sharpening communication and negotiation skills through strategic communication and negotiations, advanced strategies, and psychological insights, making it for professionals eager to excel in business communication and negotiation.

Throughout the journey, case studies will be a practical guide to apply these effective communication and negotiation skills in real-world scenarios. Whether navigating organizational dynamics or dealing with external partners, the strategies imparted will empower participants to influence outcomes and achieve their objectives methodically. This Communication and Negotiation course epitomizes the bridge between theory and practice, offering a treasure trove of wisdom for seasoned and aspiring negotiators.

Participants in this influential communication and negotiation skills training will undertake a transformative experience, refining their ability to lead complex negotiations and tap into the power of strategic communications. The Communication and Negotiation course is designed to elevate negotiation and influence to an art form, positioning participants to tackle the complexities of modern professional environments with confidence and expertise.

Targeted Groups:

- Managers.
- Team Leaders.
- Administrators.
- Professionals from all departments and managerial levels.
- Supply Chain Coordinators logistic managers, marketing managers.
- Logistic officers and Coordinators.

Targeted Competencies:

At the end of this Communication and Negotiation training, participants competencies will:

- Negotiation and influencing skills.
- Negotiation planning and preparation.
- Rapport and trust-building.
- Fostering consensus and cooperation.

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Course Objectives:

By the end of this Communication and Negotiation course, participants will:

- Conduct a thorough analysis of the negotiation process and how to persuade and influence others effectively.
- Develop a comprehensive repertoire of negotiation skills and strategies for various situations.
- Undertake detailed negotiation preparations for superior outcomes.
- Employ body language strategically to influence and steer negotiations.
- Enhance self-confidence in negotiation settings.
- Strengthen daily managerial and operational performance through improved negotiation tactics.
- Understand and implement key negotiation strategies to sharpen negotiation effectiveness.
- Utilize natural negotiation styles to full advantage.
- Persuade and control the negotiation environment more effectively.
- Gain critical tools and insights to handle diverse negotiation scenarios.
- Build value in every phase of the negotiation process.
- Adjust strategies to navigate cultural differences in negotiation.

Course Content:

Unit 1: Introduction to Negotiation - The Starting Point for Improvement:

- Exploring creative avenues for negotiation opportunities.
- The impact of positivity and negativity on negotiation outcomes.
- Adopting a positive mindset toward negotiating.
- Crafting proposals that are clear, focused, and persuasive.
- Structuring proposals to distinguish from competitors.
- Delving into the psychological underpinnings and motivations in negotiations.
- Enhancing the negotiation atmosphere - the feel-good factor.
- Effective questioning and listening techniques in negotiation.

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Unit 2: Understanding Behavioral Style to Negotiate Better:

- Identifying and leveraging your behavioral style in negotiations.
- Negotiation style assessment.
- Assessing various negotiation styles and methodologies.
- Dissecting the misconceptions of win-win scenarios.
- Distinguishing between cooperative and competitive negotiation approaches.
- Communication style and the negotiation process.
- Adapting communication styles to optimize negotiation outcomes.
- Ethical considerations in the context of negotiation.

Unit 3: Developing a Strategic Approach to Negotiation:

- Employing distributive and integrative strategies effectively in negotiations.
- Grasping the concepts of BATNA, zones of possible agreement, and other key terms.
- Navigating the dynamics of negotiation openings, anchors offers, and counteroffers.
- Cultivating and strategically wielding negotiation power.
- Sharing information wisely, asking diagnostic questions, and unpacking complex issues.
- Exploring package deals, multiple offers, and post-settlement negotiations.
- Understanding and maintaining your sources of negotiation power.
- Real-world sales negotiation tactics and behaviors.

Unit 4: Interests, Planning, and Understanding Body Language:

- The significance of identifying wants and needs in negotiation.
- Explore the role of emotional intelligence in influencing negotiations.
- The importance of body language and non-verbal behavior.
- What is body language, and how do we accurately read it?
- Understanding thoughts from body language.
- How do you use your body language to negotiate more effectively?
- Mediation techniques as tools for dispute resolution and deal creation.
- Apply practical mediation skills to achieve better agreements.

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Unit 5: Logistics and Supply Chain:

- Session objectives introduction.
- Defining supply chain concepts.
- Exploring supply chain management principles.
- Measuring supply chain performance.
- Design considerations in supply chain management.
- Managing risks within the supply chain.
- Understanding international logistics.