MERCURY

Management & Negotiations Skills

30 August – 3 September 2027
Casablanca (Morocco)



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Ref: 121228_1084045 **Date:** 30 August – 3 September 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

The Management and Negotiation Skills course equips participants with the strategic mindset, emotional intelligence, and communication tools needed to lead effectively and negotiate with confidence. It covers both managerial leadership and high-impact negotiation techniques, enabling professionals to resolve conflict, influence stakeholders, and build value-creating agreements. Through theory, case analyses, and role-play, participants will learn how to prepare, plan, and execute negotiations in diverse settings—from internal team discussions to external partnerships.

The Management and Negotiation Skills program emphasizes ethical negotiation, power dynamics, and win-win outcomes, encouraging relational trust alongside results. By integrating management principles with negotiation frameworks, this training fosters versatile leaders who can drive organizational performance. It transforms participants into credible decision-makers who can manage people and negotiate deals with clarity and integrity.

Targeted Groups:

This Management and Negotiation Skills training targets professionals seeking specialized knowledge and skills:

- Middle and senior managers looking to improve leadership and negotiation impact.
- Project managers need to negotiate with stakeholders and clients.
- Sales, procurement, and business development professionals.
- Team leaders who navigate frequent internal or cross-functional negotiations.
- HR professionals handling conflict, compensation, or collective bargaining.
- Entrepreneurs and small-business owners who engage in partnerships and deals.

Course Objectives:

Participants will achieve the following objectives by completing the Management and Negotiation Skills course:

- Understand the fundamental principles and process of negotiation and management.
- Identify different negotiation styles and adapt their approach to context and counterpart.
- Develop a practical toolkit for planning, preparing, and executing negotiations.
- Learn to influence and persuade ethically while preserving professional relationships.
- Apply leadership and communication strategies to manage conflict and power dynamics.
- Build long-term value through integrative negotiation and win-win outcomes.
- Reflect on their negotiation behavior and continuously improve their style.

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Targeted Competencies:

Participants will gain the following competencies during the Management and Negotiation Skills program:

- Strategic thinking: planning negotiation steps aligned with organizational goals.
- Emotional intelligence: recognizing and managing emotions in high-stakes discussions.
- Effective communication: asking the right questions, active listening, and framing offers.
- Influence and persuasion: leveraging power and creating trust.
- Conflict resolution: turning disagreements into opportunities.
- Problem-solving: generating creative and mutually beneficial options.
- Preparation and analysis: assessing BATNA, interests, and risks before negotiation.
- Ethical decision-making: balancing assertiveness with integrity.

Studying Scenarios:

In this Management and Negotiation Skills training, participants will develop their skills through the analysis of the following scenarios:

- Negotiating a multi-party contract with competing stakeholder interests.
- Resolving a budget dispute within a cross-functional management team.
- Mediating a conflict between sales and procurement over pricing and delivery terms.
- Leading a negotiation with a strategic partner to expand into a new market.
- Negotiating with a supplier under time pressure and limited information.
- Handling a cultural negotiation challenge with international counterparts.

Course Content:

Unit 1: Fundamentals of Management & Negotiation:

- Definition and importance of negotiation in management.
- Key phases of the negotiation process: preparation, discussion, bargaining, and conclusion.
- Distinguishing positions vs. interests.
- Types of negotiation: distributive and integrative.
- Understanding power dynamics and sources of negotiation power.
- Ethical principles and integrity in bargaining.
- Role of trust and long-term relationships.
- Negotiation mindset: preparation and mental readiness.

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Unit 2: Communication Skills & Emotional Intelligence:

- Role of communication in management and negotiation.
- Active listening and questioning techniques.
- Verbal, non-verbal, and paraverbal communication.
- Building rapport and empathy under pressure.
- Emotional self-awareness: recognizing triggers and hot buttons.
- Managing emotions and de-escalating tension.
- Framing offers and concessions in a balanced way.
- Feedback, reflection, and communication post-negotiation.

Unit 3: Strategic Preparation & Planning:

- Defining objectives, goals, and bottom lines.
- Identifying and assessing BATNA Best Alternative to a Negotiated Agreement.
- Analyzing the interests, values, and priorities of all parties.
- Gathering information and stakeholder analysis.
- Creating negotiation strategy: integrative techniques, package deals, trade-offs.
- Risk assessment and mitigation planning.
- Concession planning and trade-off design.
- Preparing opening statements and anchoring.

Unit 4: Negotiation Execution & Tactics:

- Opening moves, anchoring, and first offers.
- Information exchange and probing questions.
- Framing, reframing, and perspective shifting.
- Bargaining tactics: integrative vs. distributive approaches.
- Handling counter-offers and resistance.
- Managing impasse, deadlock, and power struggles.
- Closing strategies: package deal construction, mutual gains, commitment.
- Documenting agreements and confirming understanding.

Unit 5: Advanced Negotiation & Leadership Dynamics:

- Negotiating in teams: internal coordination and coalition building.
- Cross-cultural negotiation: understanding cultural variables.
- Virtual negotiation challenges and remote influencing.
- Using body language and non-verbal cues to influence.
- Negotiating under pressure or time constraints.
- Handling manipulative tactics and “dirty” negotiation behaviors.
- Post-negotiation evaluation: feedback, lessons learned, relationship management.
- Continuous improvement: developing your negotiation style and leadership identity.

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Final Insights & Key Takeaways:

By completing this course, participants will confidently manage high-stakes negotiations and lead teams with clarity and influence. They will leave equipped with a powerful, principled negotiation mindset and practical tools for long-term success.