MERCURY

Effective Negotiation, Persuasion & Critical Thinking Course

5 – 9 July 2027
Brussels (Belgium)



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Ref: 1058_281793 **Date:** 5 – 9 July 2027 **Location:** Brussels (Belgium) **Fees:** 5600 Euro

Introduction

Alliances in business are a natural route for development, but not all contracting relationships can be categorized as alliances. For a long-term and successful business alliance, a foundation of trust, openness, and practiced negotiation skills by the involved parties is essential.

Negotiation stands at the core of every endeavor to achieve objectives, be it structuring an agreement, bargaining for goods or services, or finalizing a deal. The ultimate aim of negotiation should be to culminate in a win/win scenario, which is a hallmark of enduring alliances.

This effective negotiation, persuasion, and critical thinking course offer a comprehensive training course framework for effective negotiation, a cornerstone in building and nurturing business alliances—from relationship-building critical thinking to prioritizing objectives.

Targeted Groups

- Individuals from various business disciplines
- Delegates keen to enhance their negotiation skills in alliance formation
- Delegates who regularly interact with external vendors or clientele
- Departmental Heads seeking to create inter-departmental alliances for achieving targets

Course Objectives

After this persuasion training, participants in the effective negotiation, persuasion, and critical thinking course will be able to:

- Craft a framework for scrutinizing current alliances and formulate an effective negotiation plan and strategy
- Practice and refine influence and persuasion skills
- Adopt appropriate behaviors for each stage of negotiation to ensure the delivery of positive outcomes
- Recognize and neutralize typical negotiating schemes
- Employ critical thinking for strategizing their negotiation approach
- Define a blueprint for the analysis of business alliances
- Utilize persuasion skills during negotiation
- Manage and cancel challenging negotiators by employing aggressive tactics
- Grasp the fundamental principles of persuasion and their significance in negotiations

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Targeted Competencies

- Appreciation of how alliances can prosper through constructive relationships
- Effective persuasion and influence in interpersonal communications
- Leveraging key components of influence
- Communication abilities for delivering impactful messages
- Critical thinking skills

Course Content

Unit 1: Developing Alliances

- Characteristics of a strategic alliance and its market effects
- Culture, perception, and their impact on alliance building
- Fostering trust through communication and achieving alliance goals throughout its life cycle
- Recognizing personality traits that strengthen or hinder negotiation
- Addressing communication barriers to sustain relationships
- Strategies for development review and action planning

Unit 2: Influence & Persuasion Skills in Managing The Alliance

- Challenges and strategies for individual and group meetings
- The influential role of active listening, both in positive and adverse circumstances
- Rules for significant presentations to maximize impact
- Synchronizing body language with logic, credibility, and enthusiasm
- Feedback mechanisms and action planning

Unit 3: Strategy in Negotiation Skills for Partners and Allies

- Steps to achieve a win/win negotiation
- Collaborative bargaining keys in partnerships
- Understanding and application of leverage
- Recognizing negotiation stratagems and ploys
- Methods for dealing with tough negotiators and overcoming obstacles
- Ethical considerations in negotiation

Unit 4: Higher Level Negotiation Skills for Challenging Situations

- Tuning into signals and interpreting informal information
- Navigating through setbacks, missteps, and challenges
- Cultivating a trust-based environment
- Advanced conversational techniques
- Focusing efforts on the needs of alliance partners

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Unit 5: Maintaining Alliances - Critical Thinking for Decision Making

- Gaining control and leveraging both formal and informal information
- Identification, analysis, and verification of sources and assumptions
- Problem framing and breakdown
- Making decisions when under pressure
- Reevaluating strategic alliances and crafting a personal action plan