



Negotiation Skills, Influence, and Persuasion Course

19 – 23 October 2026
Casablanca (Morocco)





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Introduction

In today's multifaceted commercial and professional landscape, negotiation, influence, and persuasion are instrumental skills for dynamic leadership. These skills are essential across various interactions, from dealing with clients to navigating corporate hierarchies. This comprehensive course aims to transform participants into adept negotiators, influential leaders, and persuasive communicators, enabling them to excel in various business scenarios. This course integrates various critical aspects of negotiation and persuasion, setting a standard for what could be considered among the best negotiation skills courses available. The negotiation skills, influence, and persuasion course will delve into advanced negotiation strategies, the psychology of negotiation, and persuasive communication, making it a fit for individuals looking to master negotiation and influence. We all operate in an increasingly complex commercial and professional environment that requires us to negotiate daily with our organization's customers, clients, suppliers, contractors, managers, fellow employees, and colleagues. This course will explain and demonstrate how to use the negotiation process effectively. It gives delegates the negotiation skills and strategies they need to succeed in today's challenging commercial environment.

Enhancing Negotiation Skills through Leadership and Influence

Understanding that negotiation and leadership are intertwined, this negotiation skills, influence, and persuasion course offers a unique approach to combining leadership principles and tactics.

Participants in the negotiation skills, influence, and persuasion course will learn how leadership and influence can significantly elevate their negotiation capabilities, ultimately leading to more favorable outcomes in both business and personal settings.

Targeted Groups

- Managers.
- Team leaders.
- Administrators.
- Professionals from all departments and managerial levels.

Course Objectives

By the end of this negotiation skills, influence, and persuasion course, participants will:

- Grasp a thorough analysis of the negotiation process and how to influence and persuade others to achieve desired outcomes.
- Develop a repertoire of practical negotiation skills and strategies applicable across various situations.
- Undertake a comprehensive analysis, planning, and preparation phase for every negotiation.
- Decode and leverage body language to exert influence during negotiations.
- Ascend as more self-assured and proficient negotiators.
- Bolster an indispensable operational, management, and leadership skill set that propels daily performance.
- Refine their negotiation effectiveness through understanding and application of crucial negotiation strategies.
- Maximize natural negotiation styles to their advantage.
- Hone abilities to sway others more efficiently and control the negotiation environment.
- Attain essential tools and insights for managing a plethora of negotiation scenarios.
- Amplify their capacity to create value throughout the negotiation process.
- Navigate cultural differences, adapting behaviors and attitudes to work in their favor.

Targeted Competencies

- Negotiation and influencing others.
- Planning and preparation for negotiations.
- Rapport building.
- Trust building.
- Fostering consensus and cooperation.

Course Content

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

- Thinking outside the box to create negotiation opportunities.
- How do positivity and negativity impact negotiation outcomes?
- Adopting a constructive stance toward the negotiation process.
- The proposal format is simple, focused, and logical.
- Strategically structuring proposals to stand out from the competition.
- Understanding the psychology and motivations behind negotiation stances.
- The feel-good factor.
- Employing questioning and listening techniques effectively

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

- Implementing distributive and integrative strategies in negotiation.
- Understanding BATNA, zone of possible agreement, and more.
- The dynamics of openings, anchors, offers, and counteroffers.
- Building negotiation power and leveraging it strategically.
- Sharing information, diagnostic questions, and unbundling issues.
- Package deals, multiple offers, and post-settlement settlements.
- Knowing and maintaining your sources of negotiation power.
- A practical approach to sales negotiation behaviors.

Unit 4: Interests, Planning, and Understanding Body Language

- The significance of identifying wants and needs in negotiation.
- 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.
- Application of practical mediation skills to achieve better agreements.

Unit 5: Negotiating with Different Nationalities and Cultures

- Successful face-to-face negotiations across varying cultures.
- British and American.
- Japanese and Chinese.
- French and German.
- Context-specific advice for negotiating with different nationalities.
- Immersive cross-cultural negotiation exercises.
- Synthesizing negotiation techniques in practice to craft effective deals.



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Through this influential course on negotiation, persuasion, and influence, participants will embark on a transformative journey that elevates their negotiating skills to new heights, equipping them with the expertise to manage complex discussions and emerge as leaders who can artfully navigate the intricate dynamics of influence and negotiation.