MERCURY

Communication and Negotiation Skills

6 – 10 December 2026
Cairo (Egypt)



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Ref: 15508_312710 **Date:** 6 – 10 December 2026 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction:

We start making negotiations as soon as our day begins, through all our work, social, or family-related interactions. But have you ever wondered how efficiently you negotiate and communicate, and whether you could improve? Effective communication and negotiation skills are the basis for building positive and productive working relationships with your co-workers, clients, and professional colleagues.

This communication and negotiation skills course is a straightforward opportunity to apply your knowledge and confirm that the negotiation process is dynamic and can always be improved. It integrates the most recent advances in developing negotiation skills based on modern life complexities, in a simple and direct manner. The plan of action aims to improve negotiation and communication skills and to empower individuals with effective communication and negotiation skills that drive success.

Participants will delve into the nuances of strategic communication and negotiations, exploring the difference between communication and negotiation while receiving tailored training in communication and negotiation skills. They will also engage in dynamic communication and negotiation skills case studies, providing real-world context to the theory and enhancing their ability to maneuver strategically in business communication and negotiation scenarios.

Discover practical methods to improve communication and negotiation skills through a blend of theory and application. We emphasize negotiation skills and effective communication, which can lead to remarkable personal and professional growth achievements. Participants will learn through various exercises and discussions integral to enhancing these essential life skills.

Targeted Groups:

- Managers of all managerial levels.
- Supervisors and team leaders.
- Sales and marketing professionals.
- Employees who aim to gain excellent knowledge to improve their careers.
- Project Delivery specialists.
- Anyone who wants to improve their ability to communicate and negotiate more effectively within the workplace.

Course Objectives:

At the end of this communication and negotiation skills course, the participants will be able to:

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- Implement the key negotiation skills and styles to conduct effective negotiations and reach satisfactory agreements.
- Adopt communication techniques that improve relationships and stimulate cooperation between the parties involved.
- Develop critical thinking to manage emotions and constructively resolve conflicts.
- Learn new concepts from industry experts.
- Develop job-relevant skills with hands-on projects.

Targeted Competencies:

Participants' competencies in this communication and negotiation skills training will:

- Negotiation skills.
- Communication skills.
- Best practices for difficult situations.
- Dealing effectively with emotions and relationships.
- Negotiation strategies.

Course Content:

Unit 1: Structure of a Negotiation:

- Negotiation Analysis: Understanding the negotiation dance.
- Identifying BATNA Best Alternative to a Negotiated Agreement and ZOPA Zone of Possible Agreement.
- Skills Development: Managing the rhythm of negotiation by interpreting anchors.
- Techniques for managing negotiation time effectively.
- Understanding and leveraging the magnitude of offers.
- Recognizing different stages of negotiation and adjusting strategies accordingly is crucial.
- Developing strategies to open, continue, and close negotiations successfully.

Unit 2: Effective Communication in Negotiation:

- Understanding the role of emotions in negotiation.
- Developing emotional intelligence for better negotiation outcomes.
- Enhancing self-awareness to understand personal triggers.
- Practicing self-control to manage reactions during talks.
- Building social management skills to influence others positively.
- Techniques for active listening and ensuring clear communication.
- Developing empathy to understand the other party's perspective.
- Strategies for clear and assertive communication.

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Unit 3: Interests and Positions:

- Classification of interests: Identifying underlying needs and objectives.
- Differentiating between positions and interests in negotiations.
- Techniques to focus on the problem rather than on the person.
- Developing critical thinking skills to analyze negotiation scenarios.
- Generating alternatives to achieve consensus and mutual gains.
- Strategies for prioritizing and addressing key interests.
- Creating value in negotiations by identifying shared interests.
- Techniques for uncovering hidden interests and creating win-win situations.

Unit 4: Conflict Resolution:

- Understanding the conflict spiral and its stages.
- Recognizing the thin red line in conflicts during negotiations.
- Techniques for changing the frame of reference to prevent conflicts.
- Using "Framing" to manage perceptions and expectations.
- Strategies for de-escalating conflicts in negotiation processes.
- Identifying early warning signs of potential conflicts.
- Developing conflict resolution skills to maintain constructive dialogue.
- Techniques for turning conflicts into opportunities for creative solutions.

Unit 5: Advanced Negotiation Tactics:

- Exploring different negotiation styles and when to use them.
- Techniques for handling difficult negotiators and challenging situations.
- Strategies for multi-party negotiations and coalition building.
- Understanding the role of power dynamics in negotiation.
- Developing persuasive communication skills for negotiation.
- Techniques for managing impasses and deadlocks in negotiations.
- Utilizing advanced questioning techniques to uncover deeper insights.
- Strategies for continuous improvement in negotiation skills.