



## Negotiation Skills, Influence, and Persuasion

28 Apr - 20 May 2025  
Madrid (Spain)



# Negotiation Skills, Influence, and Persuasion

**Ref.:** 15452\_308463 **Date:** 28 Apr - 20 May 2025 **Location:** Madrid (Spain) **Fees:** 4900 Euro

## Introduction:

Over the duration of this course, you will learn the art of creating value, resolving conflicts, and managing emotions in negotiations. We will also delve into the nuances of negotiating across cultures and navigating complex multi-party scenarios. By the end of this training, you will be well-prepared to tackle a wide range of negotiation challenges and achieve more favorable outcomes in your professional interactions. Let's embark on this journey to enhance your negotiation prowess and build valuable, lasting relationships in the process.

## Targeted Groups:

- Business professionals.
- Sales and marketing professionals.
- Managers and team leaders.
- Human resources professionals.
- Entrepreneurs and startup founders.
- International relations and diplomacy experts.

## Course Objectives:

### At the end of this course the participants will be able to:

- Comprehensive negotiation skills.
- Understanding the principles of value creation and claiming.
- Navigating difficult negotiation situations and conflict resolution.
- Emotional intelligence in negotiations.
- Effective relationship-building in negotiations.
- Cultural competence for diverse negotiation contexts.
- Skills for multi-party negotiations and organizational challenges.

## Targeted Competencies:

- Negotiation Fundamentals.
- Creating Value vs. Claiming Value.
- Best Practices for Difficult Situations.
- Dealing Effectively with Emotions and Relationships.
- Negotiating Across Cultures.
- Multi-Party Negotiations and Organizational Challenges.

## Course Content:

### Unit 1: Negotiation Fundamentals:

- Introduction to Negotiation: Definition and Importance
- Key Concepts: BATNA Best Alternative to a Negotiated Agreement, Reservation Point, ZOPA Zone of Possible Agreement

- Types of Negotiation: Distributive vs. Integrative
- The Negotiation Process: Preparation, Discussion, Clarification, Bargaining, and Closure
- Simulated Negotiation Exercise
- Review and Analysis of Negotiation Exercise
- Analyzing Real-Life Negotiation Cases

## **Unit 2: Creating Value vs. Claiming Value:**

- Understanding Value Creation in Negotiation
- Strategies for Maximizing Gains
- Collaborative vs. Competitive Approaches
- Identifying Common Interests and Trade-offs
- Successful Negotiations with Value Creation
- Practical Applications of Value Creation
- Homework Assignment: Value-Creation Strategy Development

## **Unit 3: Best Practices for Difficult Situations:**

- Dealing with Difficult People in Negotiations
- Handling Aggressive and Uncooperative Parties
- Strategies for Breaking Deadlocks
- Managing Difficult Negotiation Scenarios
- Review and Analysis of Difficult Negotiation Exercise
- Homework Assignment: Difficult Negotiation Analysis

## **Unit 4: Dealing Effectively with Emotions and Relationships:**

- Recognizing and Managing Emotional Triggers
- Building Trust and Rapport in Negotiations
- Empathetic Communication Skills
- Emotional Negotiation Scenarios
- Review and Analysis of Emotional Negotiation Exercise
- Homework Assignment: Emotional Intelligence in Negotiations

## **Unit 5: Negotiating Across Cultures:**

- Understanding Cultural Differences in Negotiation
- Cross-Cultural Communication Styles
- Avoiding Cultural Misunderstandings
- Successful Cross-Cultural Negotiations
- Strategies for Cross-Cultural Negotiations
- Cross-Cultural Negotiation Plan

## **Unit 6: Multi-Party Negotiations and Organizational Challenges:**

- Multi-Party Negotiation Dynamics
- Coalition Building and Alliances
- Organizational and Team Challenges in Negotiations
- Multi-Party Negotiation Exercise
- Review and Analysis of Multi-Party Negotiation Exercise
- Final Group Discussion and Q&A



Istanbul - Turkey: +90 539 599 12 06

Amman - Jordan: +962 785 666 966

 London - UK: +44 748 136 28 02



**Registration form on the :  
Negotiation Skills, Influence, and Persuasion**

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