



Communication and Negotiation Course

04 - 20 May 2025
Cairo (Egypt)



Communication and Negotiation Course

Ref.: 15508_310354 **Date:** 04 - 20 May 2025 **Location:** Cairo (Egypt) **Fees:** 3000 **Euro**

Introduction:

We start making negotiations as soon as our day begins, through all our interactions, either work, social, or family-related. But have you ever wondered how efficiently you negotiate and communicate, and whether you could be better at it?

Effective communication and negotiation skills are the basis for building positive and productive working relationships with your co-workers, clients, and professional colleagues.

This is a straightforward opportunity to put into practice all the knowledge you have acquired, and to confirm that the negotiation process is dynamic and can always be improved.

The course integrates the most recent advances in the development of negotiation skills, based on modern life complexities, simply and directly.

Targeted Groups:

- Managers of all managerial levels.
- Supervisors and team leaders.
- Sales and marketing professionals.
- Employees who aim to get excellent knowledge to improve their careers.
- Anyone who wants to improve his or her ability to communicate with others and to negotiate more effectively within the workplace.

Course Objectives:

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

- Implement the key negotiation skills and styles to carry out 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:

- 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: the negotiation dance. BATNA and ZOPA.
- Skill to develop: Managing the rhythm of negotiation by interpreting anchors, managing time, and the magnitude of offers.

Unit 2: Effective Communication in Negotiation:

- The role of emotions in negotiation.
- Emotional intelligence, self-awareness, self-control, and social management skills development.

Unit 3: Interests and Positions:

- Classification of interests and definition of objectives.
- Focus on the problem, not on the person.
- Critical thinking and the generation of alternatives to achieve consensus.

Unit 4: Conflict Resolution:

- The conflict spiral and its stages: The thin red line.
- Changing the frame of reference, "Framing," to avoid the conflict getting out of control in the negotiation process.



**Registration form on the :
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