



## Communication & Negotiation course

24 - 28 Feb 2025  
Casablanca (Morocco)



# Communication & Negotiation course

**Ref.:** 15500\_312387 **Date:** 24 - 28 Feb 2025 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

## 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.

## Targeted Groups

- Managers.
- Team leaders.
- Administrators.
- Professionals from all departments and managerial levels.
- Supply Chain Coordinators logistic managers, marketing managers
- Logistic officers & Coordinators

## Course Objectives

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

- 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: Logistics and Supply Chain:**

- Introducing session objectives
- What is the supply chain?
- Supply chain management
- Supply chain performance measures
- Supply chain design
- Managing the supply chain risks
- International logistics

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.



**Registration form on the :  
Communication & Negotiation course**

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Complete & Mail or fax to Mercury Training Center at the address given below

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