BLACKBIRD FOR TRAINING

Advanced Negotiation Skills

16 – 20 November 2026
Casablanca (Morocco)



Advanced Negotiation Skills

Ref: 321599_130810 **Date:** 16 – 20 November 2026 **Location:** Casablanca (Morocco) **Fees:** 4900 GBP

Introduction

In today's complex business environment, negotiation has become a critical competency for professionals operating in commercial, regulatory, governmental, diplomatic, and corporate settings. Successful negotiations require more than communication skills alone; they demand structured preparation, strategic thinking, persuasion capabilities, confidence, behavioral awareness, and the ability to adapt to different negotiation contexts.

Organizations increasingly rely on professionals who can manage complex discussions, influence stakeholders, resolve conflicts, and achieve mutually beneficial outcomes while protecting organizational interests. Effective negotiators must be capable of analyzing counterpart motivations, understanding behavioral patterns, interpreting verbal and non-verbal signals, and selecting appropriate negotiation strategies based on the situation.

This Advanced Negotiation Skills Training Course is designed to strengthen participants' ability to prepare for negotiations systematically, communicate persuasively, influence outcomes ethically, and manage high-stakes negotiation situations with confidence. The course also addresses the growing importance of cross-cultural negotiation capabilities in international and multicultural business environments.

Participants will explore advanced negotiation frameworks, behavioral analysis techniques, persuasion methodologies, communication strategies, and confidence-building approaches that support successful negotiation outcomes. The course concludes with a focus on continuous negotiation capability development to ensure long-term professional growth and

effectiveness.

Course Objectives

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



- Develop structured negotiation preparation plans for complex negotiation scenarios.
- Apply negotiation principles and frameworks effectively.
- Analyze negotiation situations and identify key influencing factors.
- Apply advanced persuasion and influencing techniques.
- Strengthen communication effectiveness during negotiations.
- Interpret verbal and non-verbal communication signals.
- Utilize body language to support negotiation objectives.
- Analyze counterpart motivations, interests, and behavioral patterns.
- Select appropriate negotiation approaches based on counterpart behavior.
- Manage difficult and high-stakes negotiation situations confidently.
- Strengthen decision-making under negotiation pressure.
- Resolve conflicts and build sustainable agreements.
- Adapt negotiation approaches to international and cross-cultural environments.
- Improve confidence and credibility during negotiations.
- Develop a personal framework for continuous negotiation skill development.

Course Outlines

DAY 1: Negotiation Fundamentals, Strategic Planning, and Preparation

- Understanding the principles and foundations of effective negotiation.
- The role of preparation in successful negotiation outcomes.
- Developing structured negotiation planning frameworks.
- Defining objectives, priorities, limits, and desired outcomes.
- Identifying stakeholder interests and negotiation variables.
- Gathering and analyzing information before negotiations.
- Assessing strengths, weaknesses, opportunities, and risks.
- Preparing negotiation strategies and contingency plans.
- Building confidence through preparation and situational awareness.
- Common preparation mistakes that reduce negotiation effectiveness.
- Understanding negotiation behavior and decision-making patterns.
- Analyzing counterpart motivations and underlying interests.
- Identifying behavioral indicators that influence negotiations.



DAY 2: Persuasion, Influencing, Communication, and Behavioral Awareness

- Understanding the psychology of influence in negotiations.
- Advanced persuasion techniques for professional negotiators.
- Building credibility and trust during negotiations.
- Communication strategies that strengthen negotiation outcomes.
- Effective questioning techniques for information gathering.
- Active listening and its role in influencing decisions.
- Managing objections and resistance professionally.
- Communicating value propositions effectively.
- Adapting communication styles to different negotiation personalities.
- Enhancing influence without creating unnecessary conflict.
- Understanding emotional responses during negotiations.
- Reading body language and non-verbal communication signals.
- Interpreting facial expressions, posture, gestures, and eye contact.

DAY 3: Counterpart Behavior, Complex Negotiations, and Conflict Management

- Recognizing signs of agreement, hesitation, resistance, and concern.
- Using body language to reinforce negotiation messages.
- Managing behavioral dynamics during difficult discussions.
- Avoiding common misinterpretations of non-verbal signals.
- Characteristics of complex and high-value negotiations.
- Managing pressure and maintaining confidence under challenging conditions.
- Strategic decision-making during critical negotiation moments.
- Handling difficult negotiators and challenging behaviors.
- Managing deadlocks and overcoming negotiation barriers.
- Conflict resolution and agreement-building techniques.
- Balancing organizational objectives with relationship management.
- Managing multiple stakeholders and competing interests.

DAY 4: High-Stakes, Cross-Cultural Negotiation, and Continuous Development

- Responding effectively to unexpected negotiation developments.
- Strengthening executive presence and confidence during negotiations.
- Understanding cultural influences on negotiation behavior.
- Adapting negotiation strategies to international environments.
- Managing negotiations across diverse cultural contexts.
- Recognizing cultural differences in communication and decision-making.
- Building trust in multicultural negotiation environments.
- Avoiding cultural misunderstandings and negotiation barriers.
- Developing global negotiation effectiveness.
- Creating a personal negotiation development framework.
- Identifying professional development opportunities in negotiation.
- Building a long-term action plan for continuous negotiation capability improvement.



DAY 5: Assessment and Evaluation Workshop

- Assessment Workshop Briefing and Case Introduction.
- Preparation & Case Analysis.
- Negotiation Simulation with Escalation.
- Group Debrief.
- Cross-Cultural Scenario Response.
- Personal Development Action Plan.
- Individual Assessor Feedback and Score Finalisation.
- Closing Group Discussion and Q&A.
- Final Classification and Workshop Close.

Why Attend This Course: Wins & Losses!

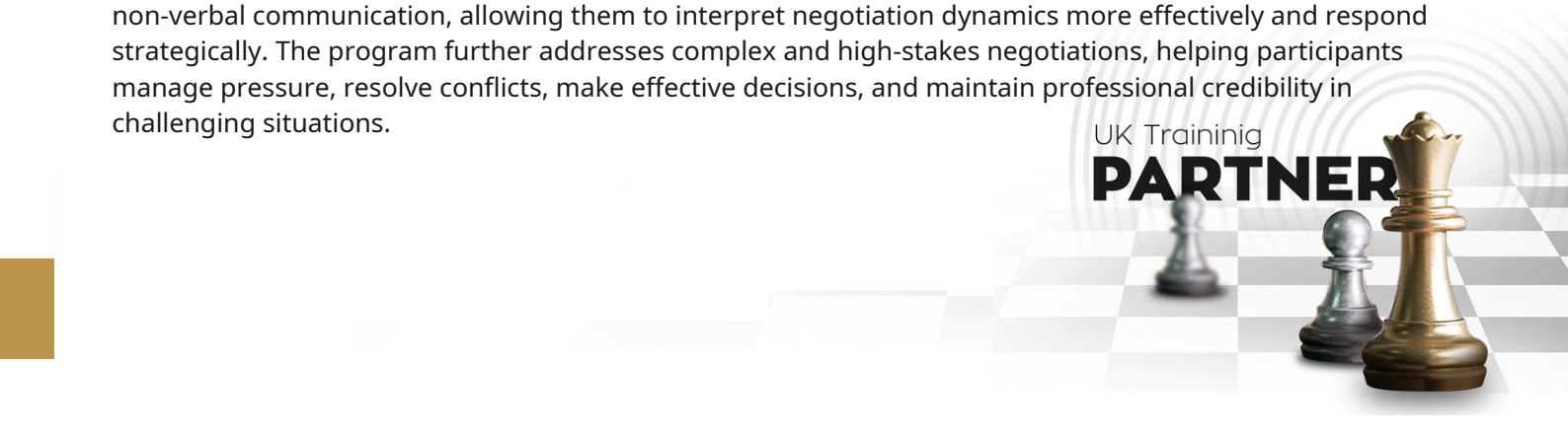
- Strengthen negotiation planning and preparation capabilities.
- Improve persuasion and influencing effectiveness.
- Enhance communication skills during negotiations.
- Develop confidence in managing complex negotiations.
- Improve decision-making under pressure.
- Strengthen body language awareness and interpretation.
- Better understand counterpart motivations and behaviors.
- Improve conflict resolution and agreement-building capabilities.
- Enhance cross-cultural and international negotiation effectiveness.
- Build stronger professional credibility and influence.
- Develop structured approaches to difficult negotiations.
- Establish a continuous negotiation development framework.

Conclusion

This Advanced Negotiation Skills Training Course provides a comprehensive framework for strengthening negotiation effectiveness across a wide range of professional environments. It combines structured preparation, persuasion, communication, behavioral analysis, confidence building, conflict resolution, and cross-cultural negotiation into an integrated development experience.

The course begins by strengthening participants' ability to prepare and plan negotiations systematically, enabling them to approach complex situations with greater structure, clarity, and confidence. It then develops advanced persuasion, influencing, and communication skills that help participants engage effectively with different stakeholders and strengthen negotiation outcomes.

Participants also develop a deeper understanding of counterpart motivations, behavioral patterns, and non-verbal communication, allowing them to interpret negotiation dynamics more effectively and respond strategically. The program further addresses complex and high-stakes negotiations, helping participants manage pressure, resolve conflicts, make effective decisions, and maintain professional credibility in challenging situations.



The course also explores international and cross-cultural negotiation environments, enabling participants to adapt their strategies and communication approaches to different cultural and organizational contexts. Continuous professional development is incorporated into the training through personal development planning and the identification of opportunities to strengthen negotiation capability over time.

The final day of the programme is dedicated to practical assessment and evaluation. Participants are required to demonstrate their ability to apply the knowledge, techniques, and strategies developed during the previous training days through case analysis, negotiation simulation, cross-cultural scenario response, and personal development planning. This assessment provides a structured measure of participants' competence in negotiation preparation, communication, decision-making, behavioral awareness, and the management of complex negotiation situations.

By the end of the programme, participants will be better equipped to plan negotiations strategically, communicate persuasively, understand counterpart behavior, manage difficult situations confidently, adapt to international environments, and achieve effective and sustainable negotiation outcomes.

