

Advanced Negotiation Skills

Amsterdam

16 - 20 February 2026

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Introduction

In today's fast-paced and competitive commercial landscape, possessing advanced negotiation skills is no longer optional; it is essential. Every day, professionals are required to negotiate not only with clients, customers, and suppliers but also with colleagues, managers, and team members within their organizations. This Advanced Negotiation Skills Training Course is designed to equip participants with the tools, strategies, and techniques needed to excel in complex negotiation scenarios. Whether you're looking to enhance your influence, improve your negotiating skills, or master the principles of negotiation, this course provides the framework for success.

Participants will explore diverse negotiation techniques, understand how to navigate challenging situations, and learn how to improve negotiation skills in various professional contexts. With a focus on practical application and real-world scenarios, this course ensures participants leave with tangible, actionable strategies for success.

Course Objectives

- Gain a deep understanding of negotiation skills and techniques to influence others effectively.
- Develop and apply advanced negotiation strategies tailored to different situations.
- Learn how to improve negotiation skills through thorough analysis, planning, and preparation.
- Master the use of body language and non-verbal communication to enhance negotiation outcomes.
- Build confidence as a negotiator with examples of good negotiation skills and proven methodologies.
- Understand the principles of negotiation skills and their importance in leadership and management.
- Enhance performance with the best negotiation skills applicable across industries.

Course Outlines

DAY 1: Introduction to Negotiation - Laying the Foundation

- What are negotiation skills? An overview of essential negotiation skills and their role in professional success.
- Thinking outside the box: Approaches to creative problem-solving in negotiations.
- How to develop negotiation skills: Focusing on positivity and its impact on the negotiation process.
- Proposal design and psychology: Crafting clear, logical proposals and understanding the driving forces behind your opponent's behavior.
- Questioning and listening techniques: Examples of good negotiation skills in action.

DAY 2: Behavioral Styles and Ethical Negotiation

- Understanding types of negotiation skills: Assess your negotiation style and learn how to adapt to different scenarios.
- Win-win strategies: Exploring the concept and why it's often misunderstood.

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- Communication in negotiation: Adapting to different styles and understanding the role of ethics in advanced negotiation skills.

DAY 3: Strategic Approaches to Negotiation

- Distributive vs. integrative negotiation: Learn the differences and apply the best negotiation skills for each type.
- BATNA and ZOPA: Core principles of negotiation skills to maximize outcomes.
- How to improve negotiation skills strategically: Explore anchors, counteroffers, and package deals.
- Power dynamics in negotiation: Understand and leverage your sources of negotiation power.

DAY 4: Emotional Intelligence and Body Language in Negotiation

- Emotional intelligence and negotiation: Why it's one of the most essential negotiation skills.
- Body language in negotiation: Learn how to accurately read and use non-verbal cues to influence outcomes.
- Resolving disputes: Mediation techniques and practical skills for dispute resolution.

DAY 5: Negotiating Across Cultures

- Cross-cultural negotiation: Insights into how to negotiate with different nationalities, including British, American, Japanese, Chinese, French, and German counterparts.
- International negotiation strategies: Collaborative exercises to apply negotiation skills in global contexts.
- Putting it all together: Final negotiation exercise to demonstrate and refine the techniques learned.

Why Attend This Course: Wins & Losses!

- Master essential negotiation skills: Whether you're negotiating contracts or mediating disputes, this course equips you with advanced tools to secure better outcomes.
- Learn from real-world examples: Gain insights from practical scenarios and apply advanced negotiation strategies in your daily operations.
- Develop confidence and adaptability: Learn how to handle high-pressure negotiations and adapt to diverse communication styles.
- Understand the benefits of negotiation skills: Boost your career by mastering skills that enhance leadership, management, and strategic planning.
- Leverage the best negotiation skills: Use innovative techniques to turn challenges into opportunities and maximize value in every deal.

Conclusion

This Advanced Negotiation Skills Training Course is designed to transform participants into confident, effective negotiators capable of achieving their goals in a variety of professional scenarios. By mastering negotiation skills and techniques, understanding the principles of negotiation skills, and applying them strategically, participants will gain a competitive edge in today's dynamic commercial environment.

Whether you're a manager, team leader, or entrepreneur, this course will help you navigate negotiations with ease, resolve conflicts efficiently, and foster stronger relationships for long-term success.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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