

Negotiation Fundamental Principles and Techniques

Kuala Lumpur (Malaysia)

21 - 25 July 2025

UK Training

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Negotiation Fundamental Principles and Techniques

Code: PS28 From: 21 - 25 July 2025 City: Kuala Lumpur (Malaysia) Fees: 3900 Pound

Introduction

Anyone interested in getting a "YES" more often, whether in the private sphere or especially in the diplomatic or business spheres.

Negotiation is a key part of creating value for your organization, your business and/or yourself. Your success depends on your personal skills as a negotiator, whether you are seeking resources for your project or team, deciding on a new hire's salary, or inking a high-stakes deal for your company.

Our Trainer "Maurice Contat" proven work in this field has given us confidence in our ability to reach your essentials

Course Objectives of Negotiation Fundamental Principles and Techniques

- Emphasize the value of what attendees already know and "complete the toolbox"
- Know how to prepare and manage a negotiation
- Be able to recognize and use influencing techniques

Negotiation Fundamental Principles and Techniques Course Outlines

Day 1

Knowing how to take the right decision in the right environment

- Perception is reality - Mechanism and consequences
- Active Listening - Beyond the obvious
- Empathy - Why it is important and can also be dangerous.

Day 2

Negotiation - Definitions and which one to remember

- Negotiation according to the Harvard school - Definition and criticisms of it
- The one definition of negotiation to remember!
- Concessions and compromises - Change the negative into positive, how?
- Manipulation and influence - is there a difference? If so, why is it so important to know it?

Day 3

Harvard - The method and its limits

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- Why is it necessary to know it?
- Its four fundamental principles
- Its five step process to negotiate effectively
- BATNA - Definition and why is it so essential to have one?
- Preparation for negotiation - The model - The roadmap
- Limits of the Harvard approach - Balance of power and asymmetrical negotiation
- The Cost of Negotiation - The Formula - How to recognize It and use it to your advantage

Day 4

Twenty-two essential principles for being listened to

- to Harvard recommendations
- Those which come in addition.

Nineteen Techniques for Influencing

- What are these techniques identified by a world-renowned expert in the field?
- Know how to recognize them and use them to your advantage

Day 5

Pedagogical notes

The session

- At the start of the session, participants are asked to briefly present a negotiation situation they have witnessed or participated to, in the business or diplomatic fields, by answering the following questions:
- What was the situation - Its stakes
- The people involved
- The encountered difficulties
- The resolution
- If successful, what was the cause? If unsuccessful why? What could have "made the difference"
- The purpose of this introduction is to identify the knowledge and needs of the participants in order to address them during the session and facilitate the acquisition of teachings by linking them to the experience of the participants

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International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



Sales@blackbird-training.com



www.blackbird-training.com

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