

## Negotiation Fundamental Principles and Techniques

*Amsterdam (Netherlands)*

*23 - 27 June 2025*

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## Negotiation Fundamental Principles and Techniques

Code: PS28 From: 23 - 27 June 2025 City: Amsterdam (Netherlands) Fees: 4200 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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