

Mastering Negotiation

Casablanca (Morocco)

5 - 9 August 2024

UK Training

PARTNER



Mastering Negotiation

Code: PS28 From: 5 - 9 August 2024 City: Casablanca (Morocco) Fees: 3700 Pound

Introduction

Negotiation is a critical skill in both personal and professional life. Whether you're bargaining for a better deal, resolving conflicts, or making important decisions, effective negotiation can lead to favorable outcomes. This course, "Mastering Negotiation," is designed to provide participants with a comprehensive understanding of negotiation principles and strategies. Participants will learn to negotiate confidently, build mutually beneficial agreements, and navigate complex negotiation scenarios. Through a combination of theory, practical exercises, and case studies, this course will empower participants to become skilled negotiators.

Objectives

- Introduce participants to the fundamental concepts and importance of negotiation.
- Provide a comprehensive understanding of negotiation styles and tactics.
- Equip participants with practical negotiation skills, including communication and persuasion techniques.
- Teach participants how to prepare effectively for negotiations and assess their own and their counterparts' positions.
- Foster the ability to negotiate in various contexts, from business deals to interpersonal relationships.
- Prepare participants to handle complex negotiation challenges with confidence.

Course Outline

Day 1

Introduction to Negotiation

- Understanding the Role and Significance of Negotiation
- The Psychological Aspects of Negotiation
- Common Myths and Misconceptions about Negotiation

Day 2

Negotiation Styles and Strategies

- Different Negotiation Styles Competitive, Collaborative, etc.
- Choosing the Right Strategy for Each Situation
- Building Trust in Negotiations

Day 3

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Effective Communication in Negotiation

- The Art of Active Listening
- Verbal and Non-verbal Communication Techniques
- Framing and Reframing in Negotiations

Day 4

Persuasion and Influence in Negotiation

- The Principles of Persuasion Reciprocity, Scarcity, etc.
- Techniques for Overcoming Resistance
- Ethical Considerations in Persuasion

Day 5

Negotiation Preparation and Planning

- Setting Clear Objectives and Goals
- Assessing Your BATNA Best Alternative to a Negotiated Agreement
- Analyzing the Other Party's Interests and Positions

Day 6

The Negotiation Process

- Opening Statements and Positioning
- The Art of Give and Take
- Managing Deadlocks and Impasses

Day 7

Negotiating in Business and Professional Settings

- Contract Negotiation and Deal Making
- Salary and Compensation Negotiations
- Negotiating with Suppliers and Partners

Day 8

Conflict Resolution and Difficult Conversations

- Techniques for Resolving Conflicts through Negotiation
- Handling Emotional and High-Stakes Negotiations
- Navigating Difficult Conversations with Tact

Day 9

Multi-party and Cross-cultural Negotiations

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- Strategies for Complex Negotiation Scenarios
- Understanding Cultural Differences in Negotiation
- Building Alliances and Coalitions

Day 10

Final Negotiation Exercises and Review

- Participants engage in real-world negotiation scenarios.
- Analysis and debrief of negotiation exercises.
- Course review, Q&A, and certification.

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