

The Art of Negotiation training course

Brussels (Belgium)

27 - 31 October 2025

UK Training

PARTNER



The Art of Negotiation training course

Code: PS28 From: 27 - 31 October 2025 City: Brussels (Belgium) Fees: 4400 Pound

Introduction

Negotiation is an essential skill in both personal and professional life. Effective negotiation can lead to positive outcomes, resolve conflicts, and secure valuable deals. The course "Mastering the Art of Negotiation" is designed to provide participants with a comprehensive understanding of negotiation principles and strategies. Through a blend of theoretical knowledge and practical exercises, participants will acquire the necessary skills to negotiate confidently and effectively in various scenarios.

Course Objectives

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

- Understand Basic Negotiation Concepts: Learn the fundamentals and importance of negotiation.
- Explore Negotiation Styles and Strategies: Gain insights into different negotiation approaches and how to apply them effectively.
- Develop Practical Skills: Enhance communication and persuasion skills for successful negotiation.
- Prepare for Negotiation: Learn how to prepare and assess situations to achieve successful outcomes.
- Handle Complex Negotiations: Equip participants to manage complex negotiations and challenges with confidence.

Course Outlines

Day 1: Introduction to Negotiation

- Understanding the concept of negotiation and its importance in personal and professional settings.
- The role and significance of negotiation in work environments.
- Basic stages of negotiation.
- Exploring psychological barriers in negotiation and strategies for overcoming them.
- Psychological aspects and common misconceptions in negotiation.
- Case studies of common negotiation mistakes.

Day 2: Negotiation Styles and Strategies

- Overview of different negotiation styles competitive, collaborative, etc..
- Differentiating between various negotiation styles and when to use each one.
- Practical analysis of case studies to apply different styles.
- Choosing the right strategy and building trust.
- Developing innovative strategies to build trust with the other party.
- Hands-on exercises to analyze negotiation styles and strategies.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The pieces are gold and silver. The board is white and black squares. In the background, there are concentric circles radiating from the center.

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Day 3: Effective Communication

- Active listening techniques.
- Studying the impact of active listening on negotiation outcomes.
- Verbal and non-verbal communication.
- Analyzing the impact of verbal and non-verbal communication on negotiation.
- Framing and reframing techniques.
- Practical exercises for effective communication in different negotiation scenarios.

Day 4: Persuasion and Influence

- Principles of persuasion reciprocity, scarcity, etc..
- Review of classical theories and principles of persuasion.
- Applying reciprocity and scarcity techniques in negotiation.
- Overcoming resistance and ethical considerations.
- Case studies on overcoming resistance and reaching agreements.
- Ethical challenges in negotiation and strategies for handling them.

Day 5: Preparation and Planning

- Setting goals and objectives for negotiation.
- Developing comprehensive preparatory strategies for each stage of negotiation.
- Evaluating the Best Alternative to a Negotiated Agreement BATNA.
- Exploring the importance of BATNA in negotiation preparation.
- Analyzing the interests of other parties.
- Building in-depth analysis of other parties' interests and how to leverage them.
- Group exercises to practice preparation and advanced negotiation planning.

Conclusion

The "Mastering the Art of Negotiation" course is ideal for professionals seeking to enhance their advanced negotiation techniques. Whether you are a manager looking to improve professional negotiation skills or aiming to strengthen conflict resolution abilities, this course equips you with the tools and expertise to excel in any negotiation setting. With a blend of theoretical insights and practical applications, participants will be prepared to navigate complex negotiations and achieve successful outcomes with confidence.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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