

The Art of Negotiation training course

Casablanca (Morocco)

22 - 26 September 2025

UK Training

PARTNER



The Art of Negotiation training course

Code: PS28 From: 22 - 26 September 2025 City: Casablanca (Morocco) Fees: 3300 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 "Mastering the Art of Negotiation" course aims to provide participants with a comprehensive understanding of negotiation principles and strategies. Through a combination of theoretical knowledge and practical exercises, participants will acquire the necessary skills to negotiate confidently and effectively in various scenarios.

Objectives

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

Course

Day 1

- Introduction to Negotiation
- Introduction to the concept of negotiation and its importance in daily life and work.
- The role and significance of negotiation.
- Understanding the basic stages of negotiation.
- Exploring psychological barriers in the negotiation process and how to overcome them.
- Psychological aspects and common misconceptions.
- Case studies of common negotiation mistakes.

Day 2

- Negotiation Styles and Strategies
- Overview of negotiation styles competitive, collaborative, etc..
- Differentiating between various negotiation styles and when to use each.
- Practical case analysis for applying different styles.
- Choosing the right strategy and building trust.
- Developing innovative strategies to build trust with the other party.
- Practical exercises to analyze negotiation styles and strategies.

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- Effective Communication
- Active listening techniques.
- Studying the impact of active listening techniques on the negotiation process.
- Verbal and non-verbal communication.
- Analyzing verbal and non-verbal communication methods and their impact on negotiation.
- Framing and reframing.
- Exploring techniques for framing and reframing messages.
- Practical exercises for effective communication in various negotiation scenarios.

Day 4

- Persuasion and Influence
- Principles of persuasion reciprocity, scarcity, etc..
- Reviewing classical theories and principles of persuasion.
- Applying techniques of reciprocity and scarcity in negotiation.
- Overcoming resistance and ethical considerations.
- Case studies on overcoming resistance and reaching agreements.
- Exploring ethical challenges in negotiation and how to handle them.

Day 5

- Preparation and Planning
- Setting goals and objectives.
- Developing comprehensive preparatory strategies for each negotiation phase.
- Evaluating the Best Alternative to a Negotiated Agreement BATNA.
- Exploring the importance of evaluating BATNA in preparation.
- Analyzing the interests of other parties.
- Building an in-depth analysis of the other parties' interests and how to leverage them.
- Conducting group exercises for preparing practical negotiation sessions and practicing advance planning.

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