

Negotiation and Persuasion Techniques Training Course

Barcelona (Spain)

16 - 20 February 2026

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Negotiation and Persuasion Techniques Training Course

Code: PS28 From: 16 - 20 February 2026 City: Barcelona (Spain) Fees: 4400 Pound

Introduction

In the competitive world of business, mastering Negotiation and Persuasion Techniques is essential for achieving favorable outcomes and building strong professional relationships. This course is designed to equip participants with the skills needed to effectively negotiate, influence decisions, and persuade others. Through practical exercises, role-playing, and real-world scenarios, participants will learn how to prepare for negotiations, understand the interests of all parties, and apply persuasive communication strategies that lead to successful agreements.

Course Objectives

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

- Understand the key principles and strategies of effective negotiation.
- Identify different negotiation styles and their impact on outcomes.
- Apply persuasive communication techniques to influence decisions.
- Manage conflict and handle objections effectively during negotiations.
- Build strong relationships through win-win negotiation strategies.

Course Outlines

Day 1: Introduction to Negotiation and Persuasion

- Definition and importance of negotiation and persuasion in business.
- Key concepts: BATNA Best Alternative to a Negotiated Agreement, ZOPA Zone of Possible Agreement, and Reservation Price.
- Types of negotiation: Distributive vs. Integrative.
- Understanding the negotiation process: Preparation, Discussion, Bargaining, Closing, and Implementation.
- Self-assessment: Identifying your negotiation style.

Day 2: Preparation and Strategy Development

- Setting clear objectives and goals for negotiation.
- Conducting stakeholder analysis and understanding interests.
- Crafting negotiation strategies: Competitive vs. Collaborative.
- Building a negotiation plan and identifying key arguments.
- Practical exercises: Role-playing different negotiation scenarios.

Day 3: Persuasive Communication Techniques

- The psychology of persuasion: Ethos, Pathos, and Logos.
- Mastering verbal and non-verbal communication skills.
- Techniques to influence decisions and sway opinions.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The board is white and black squares. In the background, there are concentric circles radiating from the center.

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- Active listening and questioning techniques.
- Handling resistance and overcoming objections with confidence.

Day 4: Conflict Management and Resolution

- Identifying sources of conflict in negotiations.
- Techniques for managing conflict effectively.
- Turning conflicts into opportunities for collaboration.
- Navigating through deadlocks and resolving stalemates.
- Mediation and third-party intervention strategies.

Day 5: Closing the Deal and Building Long-term Relationships

- Recognizing the right moment to close the negotiation.
- Techniques for finalizing agreements and ensuring commitment.
- Follow-up strategies for maintaining strong business relationships.
- Post-negotiation analysis: Learning from successes and mistakes.
- Group exercises and real-world case studies.

Why Attend this Course: Wins & Losses!

- Master the art of negotiation to achieve better business deals.
- Enhance persuasive communication skills for influencing outcomes.
- Resolve conflicts effectively and maintain strong professional relationships.
- Develop confidence in handling complex negotiation scenarios.

Conclusion

Negotiation and Persuasion Techniques are powerful skills that every business professional should master. This course empowers participants with the knowledge and tools needed to negotiate confidently, influence decisions effectively, and build lasting business relationships.

Through real-world scenarios and practical applications, participants will leave with the confidence and expertise to drive successful negotiations and maximize value for their organizations.

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