

Negotiation and Persuasion Techniques Training Course

Bordeaux (France)

22 - 26 September 2025

UK Traininig

PARTNER



Negotiation and Persuasion Techniques Training Course

Code: PS28 From: 22 - 26 September 2025 City: Bordeaux (France) 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 king, a queen, a rook, and a pawn) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- 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.

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)

UK Training
PARTNER

Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Bangkok
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne
(Indonesia)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

