



Advanced Negotiation Skills: Mastering  
Negotiation Skills



14 - 18 October 2024  
Madrid (Spain)



# Advanced Negotiation Skills: Mastering Negotiation Skills

REF: C621 DATE: 14 - 18 October 2024 Venue: Madrid (Spain) - Fee: 5850 Euro

## Introduction:

We all operate in an increasingly complex commercial and professional environment that requires us to negotiate on a daily basis not only with customers, clients, suppliers and contractors but also with managers, fellow employees, and colleagues within our own organization.

“Mastering Negotiation Skills” is a five-day conference designed to explain the negotiation process in detail and demonstrate how to use it effectively, giving delegates the negotiation skills and strategies they need to succeed in today’s challenging commercial environment.

## Conference Objectives:

At the end of this conference the participants will be able to:

- Improve your effectiveness in negotiations by understanding key negotiation strategies and how to apply them in practice.
- Understand how to make the most of your own natural negotiation style.
- Develop the skills to influence people more effectively and to control the negotiation table.
- Gain the essential tools and knowledge to plan and manage a range of negotiation scenarios.
- Enhance your ability to add value through the negotiation process.
- Understand different behaviors and attitudes related to different cultures and how to turn them in your favor

## Targeted Audience:

- Managers
- Team Leaders
- Administrators
- All Professionals

## Conference Outlines:

### Unit 1: Introduction to Negotiation - The Starting Point for Improvement:

- Thinking outside the box.
- Positivity & Negativity and its affect on negotiation.
- Acquiring a positive attitude to the negotiation process.
- Proposal format - simple, focused & logical.
- Placing yourself above the competition with your proposal.
- The psychology of the negotiation - Knowing your opponent's driving force.
- The feel-good factor.
- Questioning & listening techniques.

## Unit 2: Understanding Behavioural Style to Negotiate Better:

- Knowing and understanding your own behavioral style - keys to how you negotiate.
- Negotiation Style Assessment.
- Approaches to negotiation.
- The "win: win" and why it is misunderstood.
- The two distinct approaches to negotiation.
- Communication style and the negotiation process.
- Adapting to different communication styles.
- Negotiation and ethics.

## Unit 3: Developing a Strategic Approach to Negotiation:

- A strategic approach to negotiation - Distributive negotiation strategies.
- BATNA, Zone of Possible Agreement.
- Openings, anchors, offers, and counteroffers.
- A strategic approach to negotiation - Integrative negotiation strategies.
- Sharing information, diagnostic questions & unbundling issues.
- Package deals, multiple offers, and post-settlement settlements.
- Knowing and maintaining your sources of negotiation power.
- Sales negotiation behavior - a practical approach.

## Unit 4: Interests, Planning, and Understanding Body Language:

- Wants and needs - the importance of identifying needs.
- Emotional intelligence and its role in negotiation.
- The importance of body language and non-verbal behavior.
- What is body language and how do we accurately read it?
- Understanding thoughts from body language.
- How to use your own body language to negotiate more effectively.
- Resolving disputes - learning to mediate to create better deals.
- Techniques of the mediator - practical mediation skills to help resolve disputes.

## Unit 5: Negotiating with Different Nationalities and Cultures:

- Face to face negotiation - dealing with different cultures.
- British & American.
- Japanese & Chinese.
- French & German.
- Advice for cross-cultural negotiators.
- International team negotiation exercise.
- Putting negotiation techniques into practice - putting a deal together.
- Summary session and questions.