

# € TRAINING

Mastering Negotiation Skills



6 - 10 May 2024  
Casablanca (Morocco)  
New Hotel





# Mastering Negotiation Skills

REF: Z149 DATE: 6 - 10 May 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program is designed to equip participants with advanced techniques and strategies to excel in negotiation scenarios. It empowers individuals to achieve optimal outcomes and build successful partnerships through effective negotiation tactics and strategies.

## Program Objectives:

At the end of this program, participants will be able to:

- Apply advanced negotiation techniques and strategies to achieve favorable outcomes in a variety of scenarios.
- Effectively manage and navigate complex negotiation dynamics, including multiple stakeholders and competing interests.
- Utilize communication and influence skills to build rapport, gain leverage, and reach mutually beneficial agreements.
- Analyze and assess negotiation situations to develop tailored approaches and adapt to changing circumstances.
- Implement post-negotiation strategies for maintaining successful relationships and fostering long-term partnerships.

## Targeted Audience:

- Professionals.
- Management Teams.
- Team Members.
- Administrators.

## Program 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.