Mastering Negotiation: Core Principles and Proven Techniques

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Casablanca (Morocco)



Mastering Negotiation: Core Principles and Proven Techniques

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Why This Course

Effective negotiation is a critical skill in today's professional and personal environments. Whether securing favorable business deals, managing conflicts, or collaborating across teams, the ability to negotiate confidently and strategically can significantly impact outcomes and relationships.

This intensive 1-week program equips participants with practical frameworks, proven strategies, and hands-on exercises to master negotiation fundamentals. Attendees will learn to prepare, communicate, create value, and navigate complex negotiation scenarios with confidence.

What You'll Learn and Practice

By attending this course, you will:

- Understand core negotiation principles and their application across diverse situations.
- Develop effective communication, active listening, and rapport-building skills.
- Apply strategic preparation techniques to analyze interests, positions, and BATNAs.
- Master approaches to create and claim value, achieving mutually beneficial outcomes.
- Handle conflicts, overcome negotiation challenges, and manage difficult personalities.
- Gain cross-cultural negotiation skills for global business contexts.

The Program Flow

Day 1: Foundations of Negotiation

- Introduction to negotiation theory and practical applications
- Key negotiation styles and choosing the right approach
- Understanding interests, positions, and BATNAs
- Effective preparation and planning strategies

Day 2: Communication and Rapport Building

- Active listening and questioning techniques
- Non-verbal communication and reading body language
- Building and maintaining professional rapport
- Overcoming communication barriers in negotiations



Day 3: Creating and Claiming Value

- Distributive vs. integrative negotiation approaches
- Techniques for expanding the negotiation pie
- Strategies for claiming value effectively
- Managing concessions, trade-offs, and win-win outcomes

Day 4: Handling Challenges and Conflicts

- Identifying and countering common negotiation tactics
- Overcoming impasses and deadlocks
- Managing difficult personalities and emotions
- Negotiating under pressure and time constraints

Day 5: Advanced Negotiation Skills

- Multi-party and team negotiations
- Cross-cultural negotiation strategies
- Ethical considerations in negotiation
- Developing a personal negotiation style and continuous improvement plan

Individual Impact

- Ability to confidently prepare and execute negotiations across professional and personal contexts.
- Enhanced communication skills for building rapport and managing relationships effectively.
- Improved capacity to create value and achieve win-win outcomes.
- Tools and strategies to overcome challenges and navigate complex negotiation scenarios.

Organizational Impact

- Stronger partnerships and stakeholder relationships through effective negotiation.
- Improved deal outcomes and business performance.
- Reduced conflicts and enhanced collaboration across teams and departments.
- Greater confidence and consistency in negotiation practices across the organization.

Training Methodology

- Interactive negotiation simulations and role-playing exercises.
- Case studies reflecting real-world negotiation challenges.
- Group discussions to share insights and best practices.
- Action planning for applying negotiation techniques immediately in the workplace.



Beyond the Course

Participants will leave ready to:

- Approach negotiations strategically and with confidence.
- Communicate persuasively while building trust and rapport.
- Apply proven techniques to create and claim value.
- Navigate complex and high-stakes negotiation scenarios successfully.

