

Mastering Negotiation: Strategies for Successful Outcomes

2027 3 - 30
Casablanca (Morocco)

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Day 3: Communication and Persuasion in Negotiation

- Active listening and strategic questioning.
- Building rapport and establishing trust.
- Persuasion tactics and influence strategies.
- Managing emotions and navigating difficult conversations.

Day 4: Complex Negotiations and Cultural Intelligence

- Managing multi-party and multi-issue negotiations.
- Negotiating effectively across cultures.
- Understanding power dynamics and ethical considerations.
- Overcoming impasses and resolving deadlocks.

Day 5: Advanced Strategies and Practical Application

- Negotiation in specialized business contexts contracts, M&A, partnerships, etc..
- Developing and refining your personal negotiation style.
- Building long-term relationships through strategic negotiation.
- Capstone negotiation simulation with structured feedback and debrief.

Individual Impact

- Greater confidence in handling high-stakes and complex negotiations.
- Enhanced ability to create value while protecting organizational interests.
- Stronger communication and persuasion capabilities.
- A clear, adaptable personal negotiation framework.

Organizational Impact

- Improved deal outcomes and stronger contractual agreements.
- Reduced conflict escalation and more effective dispute resolution.
- Stronger long-term partnerships and stakeholder relationships.
- A more strategic and consistent negotiation approach across teams.

Training Methodology

- Interactive workshops grounded in proven negotiation frameworks.
- Real-world case studies drawn from diverse business environments.
- Role-plays and live negotiation simulations.
- Structured feedback and peer learning discussions.

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Beyond the Course

Participants will leave equipped to:

- Structure and lead complex negotiations with clarity and strategy.
- Design value-creation approaches tailored to specific business contexts.
- Apply advanced communication tools to manage conflict and influence outcomes.
- Implement a personalized negotiation strategy adaptable to diverse scenarios.

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