

Advanced Negotiation and Persuasion Techniques

Price: \$2,248.00

Course Outline:

Module 1: Advanced Negotiation Strategies (1.5 hours)

Participants will delve into advanced negotiation strategies designed to maximize value and build long-term relationships. Topics include principled negotiation (based on Fisher and Ury's method), BATNA (Best Alternative to a Negotiated Agreement), anchoring, and framing techniques. Case studies and simulations will illustrate the application of these strategies in real-world negotiation scenarios.

Module 2: Influence and Persuasion Techniques (1.5 hours)

This module focuses on the principles of influence and persuasion in negotiations. Participants will learn techniques to build rapport, establish credibility, and persuade effectively. Topics include reciprocity, social proof, scarcity, and authority as applied to negotiation contexts. Practical exercises will allow participants to practice and refine their persuasive communication skills.

Module 3: Handling Difficult Negotiation Situations (1.5 hours)

Negotiations often encounter challenges such as resistance, conflicts, and tough counterparts. This module equips participants with strategies to handle difficult negotiation situations effectively. Participants will learn techniques for managing emotions, defusing conflicts, and finding common ground. Role-playing exercises will simulate challenging negotiation scenarios to practice these strategies in a controlled environment.

Module 4: Negotiation Ethics and Cross-Cultural Negotiations (1.5 hours)

Ethics and cultural considerations play a significant role in negotiations. This module explores ethical principles in negotiation and strategies for conducting successful cross-cultural negotiations. Participants will learn how cultural differences influence negotiation dynamics and outcomes. Case studies and discussions will highlight best practices for navigating ethical dilemmas and achieving mutually beneficial agreements across cultures.

Conclusion

Summary and Action Plan (30 minutes)

The training concludes with a summary of key learnings from each module. Participants will reflect on how they can apply advanced negotiation and persuasion techniques in their professional negotiations. They will develop a personalized action plan to implement new strategies and approaches learned during the training, enhancing their negotiation effectiveness and achieving better outcomes.

Closing Remarks (15 minutes)

Final reflections on the importance of continuous improvement in negotiation skills and the potential impact on professional success. Participants will be encouraged to continue their development by seeking opportunities for practice, feedback, and further learning in advanced negotiation and persuasion techniques.

Evaluation

Participants will be invited to provide feedback through a survey to assess the effectiveness of the training and its relevance to their roles. This feedback will be used to refine and improve future training sessions on advanced negotiation and persuasion techniques.

