Strategic Contract Negotiation and Influencing Skills Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CM2242_294614

Course Introduction / Overview:

This intensive training course is designed to equip professionals with the essential skills for mastering strategic contract negotiation and influencing outcomes effectively. In today's competitive business environment, the ability to negotiate favorable terms while building and maintaining strong relationships is paramount. This program moves beyond basic tactics to explore the psychological and strategic underpinnings of successful negotiation and persuasion. Drawing upon foundational concepts from experts like William Ury, co-author of the seminal work "Getting to Yes," this course emphasizes principled negotiation to achieve mutually beneficial, or win-win, outcomes. Participants will delve into advanced communication strategies, conflict resolution techniques, and the art of influencing without formal authority. BIG BEN Training Center has developed a curriculum that integrates real-world case studies and practical applications, ensuring that attendees can immediately apply their learning to manage complex stakeholder dynamics, mitigate contractual risks, and secure optimal value in any negotiation scenario. This course provides a comprehensive framework for transforming your approach to negotiation, from preparation and strategy development to execution and closing deals that stand the test of time, ultimately driving organizational success and fostering sustainable business partnerships.

Target Audience / This training course is suitable for:

- Contract Managers and Administrators.
- Procurement and Purchasing Professionals.
- Sales and Business Development Managers.
- Project and Program Managers.
- Legal Advisors and Corporate Counsel.
- Supply Chain and Logistics Managers.
- Senior Executives and Department Heads.
- Anyone involved in commercial agreements and negotiations.

Target Sectors and Industries:

- Construction and Engineering.
- Information Technology and Telecommunications.
- Oil, Gas, and Energy.
- Pharmaceutical and Healthcare.
- Manufacturing and Industrial.
- Banking and Financial Services.
- Retail and Consumer Goods.
- Government and Public Sector Agencies.

Target Organizations Departments:

- Procurement and Sourcing.
- Sales and Marketing.
- Legal and Compliance.
- Project Management Office (PMO).
- Supply Chain Management.
- Finance and Commercial Departments.
- Operations Management.
- Human Resources.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop and implement comprehensive strategic negotiation plans.
- Master advanced influencing techniques to persuade stakeholders effectively.
- Analyze and deconstruct complex negotiation scenarios to identify key leverage points.
- Apply the principles of BATNA (Best Alternative to a Negotiated Agreement) and ZOPA (Zone of Possible Agreement).
- Manage and resolve conflicts constructively during high-stakes negotiations.
- Draft and interpret key contractual clauses to mitigate risk.
- Enhance persuasive communication and active listening skills.
- Build and maintain long-term, positive relationships with negotiation counterparts.
- Adapt negotiation styles to different cultural and professional contexts.
- Confidently lead and participate in both individual and team-based negotiations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered, ensuring a deep and practical understanding of strategic negotiation and influencing. We believe that adult learning is most effective when it connects theory to real-world application. Therefore, the course heavily relies on a blend of expert-led presentations, dynamic group discussions, and practical exercises. A significant portion of the training is dedicated to hands-on learning through role-playing simulations that mirror complex, real-life contract negotiation challenges. Participants will engage in case study analysis of both successful and failed negotiations, dissecting the strategies and tactics used. Team-based activities and workshops encourage collaborative problem-solving and peer-to-peer learning. Throughout the course, facilitators provide personalized coaching and constructive feedback, helping individuals identify their strengths and areas for development. This immersive approach ensures that participants not only grasp the concepts but also build the confidence and competence to apply their new skills immediately and effectively in their professional roles, transforming their ability to negotiate and influence with precision and integrity.

Course Agenda (Course Units):

Unit One: The Foundations of Strategic Negotiation

- The core principles of principled vs. positional negotiation.
- Understanding the psychology of negotiation and decision-making biases.
- The strategic negotiation process from preparation to closing.
- Identifying interests, issues, and positions of all parties.
- The critical role of research and information gathering.
- Setting clear objectives and defining success metrics.
- Introduction to the concepts of BATNA and ZOPA.

Unit Two: Advanced Negotiation Tactics and Counter-Tactics

- Developing and strengthening your BATNA.
- Techniques for effectively anchoring the negotiation.
- Creative deal-making and expanding the pie for win-win outcomes.
- Managing concessions and trading strategies.
- Recognizing and responding to hardball tactics and difficult negotiators.
- The role of ethics and integrity in negotiation.
- Mastering the art of questioning and active listening.

Unit Three: The Art and Science of Influence and Persuasion

- Understanding the six principles of influence based on Dr. Robert Cialdini's work.
- Building rapport and establishing trust with counterparts.
- Crafting compelling arguments and persuasive messages.
- Non-verbal communication and its impact on influence.
- Techniques for influencing without formal authority.
- Managing stakeholder expectations and building consensus.
- Adapting your influencing style to different personalities and situations.

Unit Four: Navigating the Contractual Landscape

- Key elements and structure of a commercial contract.
- Negotiating critical clauses: liability, indemnity, payment terms, and termination.
- Identifying, assessing, and mitigating contractual risks.
- The interplay between legal terms and commercial objectives.
- Strategies for renegotiating existing contracts and managing variations.
- Understanding the basics of dispute resolution clauses.
- Collaborating with legal counsel effectively during negotiations.

Unit Five: Integration, Simulation, and Application

- Managing complex multi-party and multi-issue negotiations.
- Cross-cultural negotiation considerations and strategies.
- Comprehensive negotiation simulation from planning to final agreement.
- Receiving and providing structured feedback on negotiation performance.
- Developing a personal action plan for continuous improvement.
- Leading negotiation teams for optimal results.
- Final review and consolidation of key learning outcomes.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How does the increasing use of artificial intelligence in contract analysis and drafting change the human element of strategic negotiation and influence?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a deeply integrated and holistic approach that seamlessly blends the 'hard' skills of contractual and strategic analysis with the nuanced 'soft' skills of psychological influence and relationship management. While many programs focus on negotiation tactics in isolation, this curriculum is built on the understanding that sustainable success comes from a masterful synthesis of both. We move beyond simplistic win-lose paradigms to explore the architecture of value creation and principled negotiation, grounded in respected academic frameworks. The learning experience is intensely practical, prioritizing immersive, high-fidelity simulations over passive lectures. Participants don't just learn about BATNA; they are put in scenarios where they must develop, test, and leverage it under pressure. The emphasis on influencing without authority is another key differentiator, providing critical skills for professionals in matrixed organizations or those who must lead through persuasion rather than command. The course is designed not just to impart knowledge, but to fundamentally reshape a participant's mindset and behavior, fostering a strategic, confident, and ethically grounded approach to every negotiation they undertake.