Advanced Contract Negotiation and Strategic Sourcing Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

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Course Introduction / Overview:

In today's competitive business world, a well-negotiated contract is a strategic advantage, not just a legal formality. This is especially true for strategic sourcing, where the ability to secure favorable terms can have a huge impact on profitability and growth. This training course is designed to give you the advanced negotiation skills and strategic mindset needed to excel in this environment. We'll go over everything from complex negotiation tactics and behavioral psychology to multi-party agreements and value-based pricing models. The curriculum is built on a foundation of sound business and psychological principles, drawing on the work of academics and authors like Max H. Bazerman, a prominent figure in the field of negotiation and author of "Judgment in Managerial Decision Making." His insights on how to make rational decisions under pressure and avoid common cognitive biases are central to our program. At BIG BEN Training Center, we know that a single negotiation can determine a company's success. This course provides a complete, hands-on guide to help you get the best deal. You will learn to prepare for negotiations, manage difficult conversations, and create agreements that build long-term value for your organization.

Target Audience / This training course is suitable for:

- Procurement and sourcing managers.
- Senior buyers and purchasing directors.
- Business development and sales executives.
- Legal and commercial professionals.
- Project and supply chain managers.
- Senior executives and department heads.
- Anyone responsible for high-value agreements.

Target Sectors and Industries:

- Manufacturing and production.
- Technology and software.
- Financial services.
- Retail and consumer goods.
- Healthcare and pharmaceuticals.
- Government agencies and defense.
- Professional services and consulting.

Target Organizations Departments:

- Procurement and sourcing.
- Supply chain and logistics.
- Legal and contracts.
- Business development.
- Sales.
- Finance.

Course Offerings:

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

- Master advanced negotiation strategies and tactics.
- Apply psychological principles to influence outcomes.
- Conduct thorough pre-negotiation analysis and planning.
- Manage multi-party and complex agreements.
- Create and negotiate value-based pricing and commercial models.
- Resolve conflicts and handle difficult situations effectively.
- Transform negotiations from a zero-sum game into a collaborative process.

Course Methodology:

This training course uses a highly interactive and practical methodology to help you master advanced negotiation. We combine expert-led sessions with a focus on real-world case studies and hands-on exercises. Participants will engage in a series of live role-playing scenarios, negotiating a variety of complex agreements and receiving real-time feedback. You will work in small groups to analyze a case study, develop a negotiation strategy, and execute your plan. The program includes workshops on how to use psychological tools and a deep dive into different types of commercial models. We encourage active participation and group discussions, giving you the chance to share experiences and learn from your peers. At BIG BEN Training Center, our goal is to move you beyond a basic understanding of negotiation to a complete mastery of the art and science of the deal.

Course Agenda (Course Units):

Unit One: Foundations of Advanced Negotiation

- The psychology of negotiation.
- Strategic preparation and planning.
- Understanding power dynamics.
- Information asymmetry and leverage.
- Setting objectives and managing expectations.

Unit Two: Strategic Sourcing and Value

- The role of negotiation in strategic sourcing.
- Moving beyond price to total cost of ownership (TCO).
- Value-based negotiation.
- Developing a robust sourcing strategy.
- Supplier relationship management.

Unit Three: Tactics and Counter-Tactics

- Advanced negotiation tactics.
- Dealing with difficult personalities and situations.
- Handling concessions and trades.
- Breaking down complex, multi-party deals.
- The art of a creative and flexible solution.

Unit Four: High-Stakes Negotiations

- Negotiating in a high-risk environment.
- Crisis negotiation and de-escalation.
- Negotiating cross-culturally.
- The role of legal teams and third parties.
- Analyzing a high-profile negotiation case study.

Unit Five: The Complete Negotiator

- Building a personal negotiation style.
- Post-negotiation analysis.
- Ensuring a contract reflects the deal.
- Maintaining long-term relationships.
- Final project: a simulated complex negotiation.

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:

In a market where every dollar counts, how can a deep understanding of advanced negotiation and strategic sourcing transform a company's procurement function from a tactical cost center into a powerful engine for competitive advantage and long-term value creation?

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

This training course is different because it is a hands-on masterclass in advanced negotiation, not just a theoretical overview. While other programs may touch on negotiation, our curriculum is built around the practical strategies, psychological insights, and real-world scenarios that are essential for success in strategic sourcing. We go beyond general principles, using live role-playing and complex case studies to help you apply what you learn immediately. We also place strong emphasis on value creation, helping you to move past price and get the most from every deal. This course is for professionals who need to go from a basic understanding of contracts to a complete mastery of negotiation. You will leave with the ability to handle high-stakes agreements with a strategic mindset and the confidence to get the best deal for your organization.