Advanced Negotiation and Persuasive Influence Training Course

07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CW4160_257943

Course Introduction / Overview:

This intensive training course is designed to transform participants into master negotiators and influential communicators capable of achieving optimal outcomes in any professional context. Moving beyond basic tactics, this program delves into the strategic and psychological underpinnings of successful negotiation and persuasion. We will explore the seminal principles of principled negotiation as outlined by Roger Fisher and William Ury in their groundbreaking book, "Getting to Yes," focusing on creating mutual gain and preserving relationships. The curriculum integrates these frameworks with the psychology of influence, helping participants understand cognitive biases and decision-making triggers to ethically guide conversations toward favorable agreements. At BIG BEN Training Center, we believe that true mastery comes from a deep understanding of both process and people. This course provides a comprehensive roadmap for navigating complex bargaining situations, managing difficult conversations, and building consensus among diverse stakeholders. Participants will leave with a sophisticated toolkit of advanced strategies, enabling them to handle high-stakes deals, resolve conflicts, and lead with persuasive clarity and confidence.

Target Audience / This training course is suitable for:

- Sales and Business Development Managers.
- Procurement and Supply Chain Professionals.
- Senior Executives and Team Leaders.
- Project and Program Managers.
- Human Resources and Talent Acquisition Specialists.
- Legal Counsel and Contract Managers.
- Entrepreneurs and Business Owners.
- Public Relations and Corporate Communications Officers.
- Government Officials and Diplomats.
- Client Relationship and Account Managers.

Target Sectors and Industries:

- Technology and Information Technology.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Engineering and Construction.
- Oil, Gas, and Energy.
- Manufacturing and Industrial Goods.
- Telecommunications.
- Retail and Consumer Goods.
- Governmental and Public Sector Agencies.
- Consulting and Professional Services.

Target Organizations Departments:

- Sales and Marketing.
- Procurement and Purchasing.
- Legal and Compliance.
- Human Resources.
- Project Management Office (PMO).
- Executive Leadership.
- Operations Management.
- Customer Service and Support.
- Business Development.
- Finance and Accounting.

Course Offerings:

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

- Develop and execute sophisticated negotiation strategies for complex scenarios.
- Apply psychological principles of persuasion to ethically influence stakeholders.
- Master the art of framing arguments and presenting proposals compellingly.
- Analyze and deconstruct the negotiation styles and tactics of others.
- Effectively manage and resolve conflicts to achieve win-win outcomes.
- Utilize advanced questioning and active listening techniques to uncover hidden interests.
- Build and maintain strong rapport and trust in high-stakes negotiations.
- Confidently navigate difficult conversations and handle objections with poise.
- Lead team negotiations and build internal consensus before external bargaining.
- Evaluate and improve personal negotiation performance through structured feedback.

Course Methodology:

The training methodology at BIG BEN Training Center is centered on experiential learning and practical application to ensure that skills are not just learned but mastered. This course utilizes a dynamic blend of interactive learning techniques designed for maximum engagement and skill retention. Participants will move beyond theoretical knowledge through participation in realistic, high-fidelity negotiation simulations and role-playing exercises that mirror real-world business challenges. Each activity is followed by a structured debriefing session, providing personalized feedback from the instructor and peers to highlight strengths and identify areas for improvement. The program incorporates detailed case study analyses of famous negotiations, group discussions, and interactive workshops. We foster a collaborative and supportive learning environment where participants can safely practice new techniques, experiment with different strategies, and build confidence. This hands-on approach ensures that attendees leave the course with tangible skills and a clear action plan to immediately apply their new competencies in their professional roles, driving measurable results for their organizations.

Course Agenda (Course Units):

Unit One: The Foundations of Strategic Negotiation

- The psychology of influence and decision-making.
- Distinguishing between distributive and integrative negotiation approaches.
- Understanding the core principles of principled negotiation.
- Identifying and avoiding common negotiation pitfalls and cognitive biases.
- The role of emotional intelligence in successful negotiation.
- Establishing credibility and building initial rapport.
- An introduction to the negotiation process from preparation to closing.

Unit Two: Preparation and Planning for Optimal Outcomes

- Defining clear objectives and desired outcomes.
- Conducting thorough research on counterparts and context.
- Identifying and strengthening your Best Alternative to a Negotiated Agreement (BATNA).
- Defining your reservation point and aspiration level.
- Mapping the Zone of Possible Agreement (ZOPA).
- Anticipating the other party's interests, needs, and constraints.
- Developing a flexible negotiation strategy with multiple options.

Unit Three: Advanced Persuasion and Communication Techniques

- Mastering active listening to uncover underlying interests.
- The art of asking powerful, strategic questions.
- Utilizing non-verbal communication and body language to your advantage.
- Framing proposals and arguments for maximum impact.
- The power of storytelling in persuasive communication.
- Applying Cialdini's principles of persuasion ethically.
- Techniques for building consensus and securing buy-in from stakeholders.

Unit Four: Managing Difficult Dynamics and Conflict Resolution

- Strategies for negotiating with difficult or aggressive counterparts.
- Identifying and countering manipulative tactics and ploys.
- Managing emotions and maintaining composure under pressure.
- Techniques for breaking deadlocks and overcoming impasses.
- Principles of conflict resolution and de-escalation.
- Giving and receiving concessions strategically.
- Knowing when to walk away from the negotiation table.

Unit Five: Complex Negotiations and Practical Application

- Leading and managing team-based negotiations.
- Navigating cross-cultural communication and negotiation styles.
- The unique challenges of virtual and remote negotiations.
- Multi-party negotiation and coalition building.
- High-stakes negotiation simulation and real-time coaching.
- Developing a personal negotiation style and improvement plan.
- Final capstone exercise integrating all learned skills.

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 ethical application of persuasive influence differ from manipulation, and where do you draw the line in a high-stakes negotiation?

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

This course distinguishes itself by moving beyond surface-level tactics to integrate the foundational pillars of negotiation theory with the deep psychological drivers of human behavior. While many programs focus solely on the process, we emphasize the critical interplay between strategy and psychology, drawing on established frameworks like Fisher and Ury's "Getting to Yes" and the influential work of social psychologists like Robert Cialdini. Our curriculum is uniquely structured to build skills progressively, starting with self-awareness and emotional intelligence before advancing to complex multi-party and cross-cultural scenarios. The core of the learning experience lies in our high-fidelity simulations, which are not generic exercises but are tailored to reflect the contemporary challenges participants face in their industries. The emphasis on personalized, constructive feedback in a safe and collaborative environment ensures that participants do not just learn concepts but internalize them, leading to a profound and lasting transformation in their ability to negotiate, influence, and lead with confidence and integrity.