Advanced Negotiation and Persuasive Communication Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #CW4618_292491

Course Introduction / Overview:

In today's interconnected and competitive professional landscape, the ability to negotiate effectively and communicate persuasively is no longer a specialized skill but a core competency for success. This course is meticulously designed to transform participants from passive communicators into strategic influencers capable of navigating complex discussions and achieving optimal outcomes. Drawing upon foundational principles from seminal works like "Getting to Yes" by Roger Fisher and William Ury, we move beyond basic tactics to explore the deep psychological drivers of decision-making and agreement. Participants will learn to deconstruct negotiation scenarios, identify underlying interests, and craft compelling arguments that resonate and persuade. At BIG BEN Training Center, we believe that true mastery comes from a blend of theory and practice. This program provides a robust framework for understanding principled negotiation, handling difficult conversations with confidence, and building lasting, value-driven relationships. It is an immersive journey into the art and science of influence, equipping professionals with the tools to secure win-win solutions, resolve conflicts constructively, and lead with greater impact in any professional context.

Target Audience / This training course is suitable for:

- Sales and Business Development Professionals.
- Project Managers and Team Leaders.
- Senior Executives and C-Level Leaders.
- Procurement and Supply Chain Specialists.
- Human Resources and Talent Acquisition Managers.
- Legal Professionals and Contract Managers.
- Public Relations and Corporate Communications Staff.
- Entrepreneurs and Business Owners.
- Government Officials and Public Sector Administrators.
- Customer Service and Client Relationship Managers.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Real Estate and Construction.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Consulting and Professional Services.
- Government Agencies and Public Administration.
- Energy and Utilities.
- Hospitality and Tourism.

Target Organizations Departments:

- Sales and Marketing.
- Procurement and Supply Chain Management.
- Human Resources.
- Legal and Compliance.
- Project Management Office (PMO).
- Executive Leadership.
- Customer Relations and Support.
- Operations Management.
- Corporate Communications.
- Finance and Accounting.

Course Offerings:

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

- Develop and implement comprehensive negotiation strategies for various business scenarios.
- Apply principled negotiation frameworks to achieve mutually beneficial, win-win outcomes.
- Master active listening and advanced questioning techniques to uncover hidden interests.
- Analyze and interpret non-verbal cues and body language effectively during negotiations.
- Utilize psychological principles of persuasion ethically to influence decisions.
- Manage and de-escalate conflict in high-stakes conversations with confidence.
- Prepare and define a strong BATNA (Best Alternative to a Negotiated Agreement).
- Handle difficult tactics, objections, and deadlocks constructively.
- Adapt communication styles for cross-cultural and virtual negotiation environments.
- Build long-term, collaborative relationships through trust and rapport.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application, ensuring that learning is both dynamic and durable. We reject passive, lecture-based formats in favor of an immersive, participant-centered approach. This course heavily integrates interactive discussions, real-world case study analysis, and collaborative group exercises to foster a deep understanding of negotiation and persuasion principles. A significant portion of the training is dedicated to hands-on, practical application through customized role-playing simulations that mirror the challenges participants face in their professional roles. These simulations provide a safe yet realistic environment to practice new skills, experiment with different strategies, and receive constructive, personalized feedback from both the instructor and peers. We emphasize reflective learning, encouraging participants to connect course concepts to their own experiences. The learning environment is supportive and collaborative, facilitating knowledge sharing and networking among professionals from diverse industries. This blended methodology ensures that participants not only grasp the theoretical concepts but also leave with the confidence and competence to apply them immediately and effectively in the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Negotiation

- The Dual Nature of Negotiation and Persuasion.
- Distributive vs. Integrative Negotiation Approaches.
- Understanding the Mindset of a Master Negotiator.
- The Critical Role of Preparation and Planning.
- Identifying Interests, Positions, and Priorities.
- Introduction to the Principled Negotiation Framework.
- Setting Clear Objectives and Defining Success Metrics.

Unit Two: Core Communication Skills for Influence

- The Power of Active and Empathetic Listening.
- Crafting Powerful Questions to Uncover Information.
- Mastering Verbal and Non-Verbal Communication.
- Decoding Body Language and Micro-Expressions.
- Building Rapport and Trust to Foster Collaboration.
- The Art of Framing and Reframing for Impact.
- Techniques for Delivering a Persuasive Message.

Unit Three: Advanced Negotiation Frameworks and Tactics

- Defining Your BATNA (Best Alternative to a Negotiated Agreement).
- Assessing the Other Party's BATNA and Leverage.
- Understanding the ZOPA (Zone of Possible Agreement).
- Strategies for Creating and Claiming Value.
- Managing Concessions and Counteroffers Effectively.
- Recognizing and Countering Hardball Tactics.
- Techniques for Breaking Impasses and Deadlocks.

Unit Four: The Psychology of Persuasion and Ethical Influence

- Exploring Robert Cialdini's Six Principles of Influence.
- Understanding Cognitive Biases in Decision-Making.
- The Role of Emotional Intelligence in Negotiation.
- Strategies for Influencing Without Formal Authority.
- Maintaining Ethical Standards in Persuasion.
- Building Credibility and Authority.
- Using Storytelling to Connect and Persuade.

Unit Five: Application in Complex and Dynamic Scenarios

- Navigating Multi-Party and Team Negotiations.
- Adapting Strategies for Cross-Cultural Communication.
- Best Practices for Virtual and Online Negotiations.
- Handling Difficult Personalities and Emotional Conversations.
- Negotiating for Conflict Resolution.
- Securing Commitment and Formalizing Agreements.
- Capstone Negotiation Simulation and Peer Feedback Session.

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 an era of increasing automation and AI-driven communication, how does the human element of psychological nuance and emotional intelligence retain its primacy in 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 cultivate a deep, integrated understanding of the art and science of influence. While many programs focus solely on transactional negotiation frameworks, our curriculum uniquely synthesizes these proven models with profound insights from behavioral psychology and communication theory. We emphasize the 'why' behind the 'what', enabling participants to adapt their strategies fluidly to any context rather than rigidly applying a memorized script. The program's core strength lies in its relentless focus on practical application through realistic, high-fidelity simulations tailored to modern business challenges, including virtual and cross-cultural scenarios. Unlike purely academic courses, every concept is immediately linked to real-world application, ensuring participants can translate knowledge into measurable results. Furthermore, we place a significant emphasis on ethical persuasion and relationship-building, recognizing that the most successful long-term outcomes are built on a foundation of trust and mutual respect. This holistic approach ensures participants develop not just as skilled negotiators, but as more effective and influential communicators in all professional interactions.