Collaborative Negotiation and Win-Win Strategy Training Course



02 - 06 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #IS1995_161461

Course Introduction / Overview:

This course provides a comprehensive framework for mastering the art and science of collaborative negotiation to achieve mutually beneficial outcomes. In today's interconnected world, the ability to move beyond traditional, adversarial bargaining towards creating value and building long-term relationships is a critical competitive advantage. This program, offered by BIG BEN Training Center, is meticulously designed to transform participants' approach to negotiation, grounding them in the principles of interest-based bargaining. We will delve deep into the influential concepts pioneered by Roger Fisher and William Ury in their seminal work, "Getting to Yes". Participants will learn to separate the people from the problem, focus on interests rather than positions, invent options for mutual gain, and insist on using objective criteria. This training moves beyond theoretical knowledge, emphasizing practical application through realistic simulations and case studies. By mastering these advanced techniques, professionals can effectively navigate complex discussions, resolve conflicts constructively, and forge durable agreements that serve the interests of all parties involved, ensuring sustainable success and enhanced professional collaboration in any setting. This is a definitive journey from basic tactics to strategic, win-win negotiation mastery.

Target Audience / This training course is suitable for:

- Sales and Business Development Managers.
- Procurement and Supply Chain Professionals.
- Human Resources Managers and Business Partners.
- Project and Program Managers.
- Team Leaders and Department Heads.
- Legal Counsel and Contract Managers.
- Senior Executives and C-Level Leaders.
- Public Relations and Corporate Communications Specialists.
- Government Officials and Diplomats.
- Customer Service and Client Relationship Managers.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Engineering and Construction.
- Oil and Gas and Energy Sectors.
- Retail and Fast-Moving Consumer Goods (FMCG).
- Professional Services and Consulting.
- Manufacturing and Industrial Sectors.
- Governmental bodies and public sector agencies.
- Logistics and Transportation.
- Real Estate and Property Development.

Target Organizations Departments:

- Sales and Marketing Department.
- Procurement and Purchasing Department.
- Human Resources Department.
- Legal and Compliance Department.
- Project Management Office (PMO).
- Operations and Production Department.
- Finance and Accounting Department.
- Customer Relations and Support Department.
- Strategy and Business Development Department.
- Research and Development (R&D) Department.

Course Offerings:

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

- Differentiate between distributive (win-lose) and integrative (win-win) negotiation approaches.
- Apply the four core principles of principled negotiation from the Harvard Negotiation Project.
- Identify and analyze the underlying interests of all parties, moving beyond stated positions.
- Develop and strengthen their Best Alternative to a Negotiated Agreement (BATNA).
- Generate a wide range of creative options for mutual gain before committing to a solution.
- Utilize objective criteria to ensure fairness and durability of agreements.
- Manage emotions effectively during high-stakes and difficult conversations.
- Build trust and rapport to foster a collaborative negotiation environment.
- Employ advanced communication techniques, including active listening and strategic questioning.
- Navigate complex multi-party negotiations and manage stakeholder dynamics.
- Confidently close negotiations and draft agreements that are clear and implementable.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered, ensuring that learning is both engaging and directly applicable to real-world challenges. We believe that negotiation skills are best honed through practice, not just passive listening. Therefore, the course heavily emphasizes a "learning by doing" approach. A significant portion of the training will be dedicated to role-playing exercises, realistic negotiation simulations, and in-depth case study analysis drawn from various industries. These activities allow participants to apply theoretical concepts in a safe and controlled environment, receive constructive feedback from the instructor and peers, and refine their strategies. The program incorporates group discussions, interactive workshops, and brainstorming sessions to leverage the collective experience of the participants. Video-recorded scenarios may be used for self-assessment and detailed behavioral analysis. Our expert facilitators guide the learning process, providing theoretical inputs, sharing best practices, and ensuring that each participant can translate the course content into tangible skills and improved negotiation outcomes back in their workplace. The focus is on building practical competence and confidence.

Course Agenda (Course Units):

Unit One: The Foundations of Principled Negotiation

- The Negotiation Mindset Shift from Adversarial to Collaborative.
- Distinguishing Between Positions and Underlying Interests.
- Introduction to the Harvard Method of Principled Negotiation.
- The Four Pillars of "Getting to Yes".
- Understanding Distributive vs. Integrative Bargaining.
- The Psychology of Negotiation and Common Cognitive Biases.
- Self-Assessment of Personal Negotiation Style.

Unit Two: Strategic Preparation and Planning

- The Critical Importance of Thorough Preparation.
- Defining Clear Objectives and Desired Outcomes.
- Identifying and Strengthening Your BATNA (Best Alternative to a Negotiated Agreement).
- Analyzing the Other Party's Interests, BATNA, and Constraints.
- Understanding the ZOPA (Zone of Possible Agreement).
- Developing a Strategic Negotiation Agenda and Plan.
- Gathering Data and Using Objective Criteria for Benchmarking.

Unit Three: Mastering Communication in Negotiation

- The Art of Active and Empathetic Listening.
- Techniques for Asking Powerful, Probing Questions.
- Managing Non-Verbal Cues and Body Language.
- Strategies for Building Rapport and Establishing Trust.
- Communicating Proposals with Clarity and Confidence.
- Reframing Techniques to Overcome Deadlocks.
- Managing Emotions and Maintaining Composure Under Pressure.

Unit Four: Creating and Claiming Value

- The Strategy of Inventing Options for Mutual Gain.
- Brainstorming and Expanding the Pie Before Dividing It.
- Moving from Single-Issue to Multi-Issue Negotiations.
- Logrolling and Making Concessions Strategically.
- Using Objective Standards and Criteria to Justify Proposals.
- Techniques for Fairly Distributing Value.
- Anchoring and How to Respond to It Effectively.

Unit Five: Advanced Strategies and Complex Scenarios

- Dealing with Difficult People and Hardball Tactics.
- Strategies for Managing Power Imbalances.
- Navigating Multi-Party and Team-Based Negotiations.
- Cross-Cultural Negotiation Considerations and Nuances.
- Closing the Deal and Securing Commitment.
- Drafting Agreements and Ensuring Successful Implementation.
- Personal Action Planning for Continuous Improvement.

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 high-stakes negotiation where objective criteria are ambiguous, how can one balance the pursuit of a win-win outcome with the responsibility to secure the best possible deal for their own side without resorting to positional tactics?

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

This course distinguishes itself by moving beyond the superficial tactics often taught in negotiation seminars to fundamentally reshape the participant's strategic mindset. While many programs focus on a toolkit of tricks for claiming value, our curriculum is deeply rooted in the proven, principled framework of collaborative, interest-based bargaining. We emphasize the psychological and relational aspects of negotiation, teaching participants not just what to do, but why it works. The heavy emphasis on bespoke, realistic simulations and role-playing provides a dynamic laboratory for practice, failure, and growth in a safe environment, which is far more effective than passive learning. Unlike generic courses, our content is tailored to address the complex, multi-stakeholder challenges prevalent in modern corporate and public sector environments. The program focuses on building long-term, sustainable agreements and relationships, recognizing that in today's interconnected world, a single "win" at the expense of
a relationship is often a long-term loss. Participants leave not with a list of tactics, but with an integrated, adaptable strategic framework for creating and claiming value in any situation.