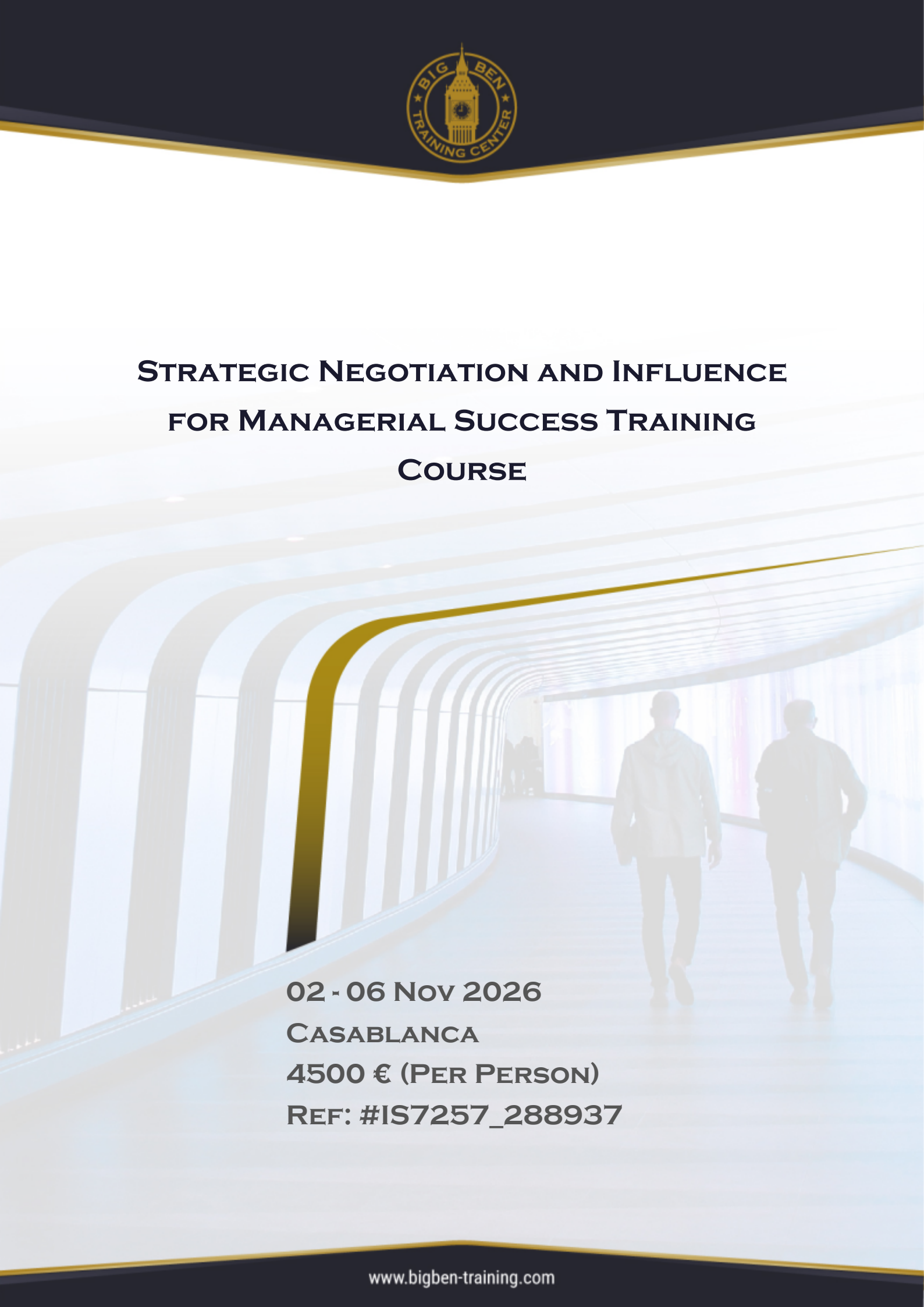
Strategic Negotiation and Influence for Managerial Success Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #IS7257_288937

Course Introduction / Overview:

In today's complex and interconnected business environment, the ability to negotiate effectively and persuade ethically is no longer a soft skill but a core managerial competency. This course is meticulously designed to transform managers into strategic influencers capable of navigating complex discussions, building consensus, and driving favorable outcomes. Moving beyond basic tactics, this program delves into the psychological underpinnings of decision-making and influence, drawing on foundational principles from experts like Roger Fisher and William Ury in their seminal work, "Getting to Yes". Participants will explore a comprehensive framework for preparing, conducting, and concluding negotiations that not only achieve immediate objectives but also strengthen long-term professional relationships. At BIG BEN Training Center, we have developed a curriculum that integrates proven theories with practical, real-world applications. This training course provides a structured pathway for leaders to master the art of strategic communication, enabling them to handle difficult conversations, manage stakeholder expectations, and lead their teams with confidence and authority in any high-stakes scenario.

Target Audience / This training course is suitable for:

- Team Leaders and Supervisors.
- Department Managers and Directors.
- Project and Program Managers.
- Sales and Business Development Professionals.
- Human Resources and Procurement Managers.
- Senior Executives and C-Level Leaders.
- Entrepreneurs and Business Owners.
- Anyone in a leadership role requiring advanced negotiation skills.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceuticals.
- Engineering, Construction, and Real Estate.
- Manufacturing and Supply Chain Logistics.
- Retail and Consumer Goods.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Sales and Marketing.
- Procurement and Supply Chain Management.
- Human Resources and Talent Management.
- Project Management Office (PMO).
- Operations and Production.
- Executive Leadership and Senior Management.
- Legal and Compliance.
- Customer Relations and Service.

Course Offerings:

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

- Develop and implement advanced negotiation strategies for complex scenarios.
- Master the art of ethical persuasion to influence stakeholders effectively.
- Analyze and manage negotiation dynamics, including power and emotion.
- Apply structured frameworks for planning and preparing for any negotiation.
- Effectively manage and resolve conflicts in high-pressure situations.
- Utilize advanced communication techniques to build rapport and trust.
- Identify and counter manipulative negotiation tactics.
- Enhance decision-making skills under pressure.
- Lead multi-party and cross-cultural negotiations with confidence.
- Create value and achieve win-win outcomes in business dealings.

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 the workplace. We believe that mastering negotiation and persuasion requires practice, not just passive listening. Therefore, the course heavily emphasizes hands-on learning through a variety of methods. Participants will engage in realistic role-playing simulations that mirror the challenges they face as managers, allowing them to test strategies in a safe and constructive environment. In-depth case study analyses of real-world business negotiations will be used to deconstruct complex scenarios and identify best practices. Facilitated group discussions and brainstorming sessions will encourage peer-to-peer learning and the sharing of diverse perspectives. Our expert instructors provide personalized coaching and constructive feedback throughout the sessions to help each participant identify their strengths and areas for development. The program integrates theoretical models with practical tools, ensuring that attendees leave with a robust toolkit they can immediately apply to drive successful outcomes for their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Negotiation and Influence

- The psychology of persuasion and decision-making.
- Distinguishing between influence, persuasion, and manipulation.
- Understanding different negotiation styles and their impact.
- The dual-concern model for conflict resolution.
- Principles of principled negotiation from "Getting to Yes".
- The role of emotional intelligence in negotiation success.
- Establishing credibility and building foundational trust.

Unit Two: The Negotiation Process and Core Strategies

- The systematic five-step negotiation planning process.
- Defining objectives and identifying interests versus positions.
- Developing your Best Alternative to a Negotiated Agreement (BATNA).
- Understanding the Zone of Possible Agreement (ZOPA).
- Crafting effective opening statements and proposals.
- Techniques for effective questioning and active listening.
- Managing information flow and concessions strategically.

Unit Three: Advanced Persuasion and Influence Techniques

- Applying Robert Cialdini's six principles of influence.
- The art of framing and reframing arguments.
- Using storytelling and metaphors to persuade.
- Building consensus and managing group dynamics.
- Techniques for influencing upwards, downwards, and across the organization.
- Non-verbal communication and its role in persuasion.
- Developing a persuasive communication style.

Unit Four: Managing Complex Negotiations and Difficult People

- Strategies for multi-party and team-based negotiations.
- Techniques for breaking deadlocks and overcoming impasses.
- Identifying and countering common manipulative tactics.
- Managing highly emotional or aggressive counterparts.
- The principles of de-escalation and conflict management.
- Negotiating with difficult personalities and stakeholders.
- Maintaining composure and resilience under pressure.

Unit Five: Integrating Skills in High-Stakes Scenarios

- Navigating cross-cultural negotiation challenges.
- Best practices for virtual and remote negotiations.
- Ethical considerations and maintaining integrity in persuasion.
- Securing commitment and formalizing agreements.
- Post-negotiation analysis for continuous improvement.
- Creating a personal action plan for skill development.
- Final capstone simulation integrating all course concepts.

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 can a manager balance the use of persuasive influence with the ethical responsibility to maintain transparency and trust within their team?

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, strategic mindset for influence and negotiation. Unlike programs that offer a simple checklist of dos and don'ts, our curriculum is built on a robust foundation of psychological principles and advanced communication theory, enabling participants to understand the 'why' behind every strategy. We focus on developing adaptive expertise, empowering managers to analyze any negotiation context and apply the most effective approach, rather than relying on a one-size-fits-all script. The emphasis is on real-world managerial challenges, with simulations and case studies specifically designed to reflect the complexities of internal team dynamics, stakeholder management, and cross-functional projects. Furthermore, the course places a significant emphasis on ethical persuasion, ensuring that leaders learn to build sustainable agreements and long-term relationships based on trust and mutual respect. The highly interactive and feedback-intensive methodology ensures that participants not only learn concepts but also internalize them through practice, leaving with a tangible improvement in their confidence and capability to lead through influence.