Advanced Business Negotiation and Conflict Resolution Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #MA7954_295177

Course Introduction / Overview:

In today's interconnected and competitive business landscape, the ability to negotiate effectively and resolve conflicts constructively is no longer a specialized skill but a core competency for professional success. This intensive training course is meticulously designed to transform participants into strategic negotiators and adept conflict managers. Drawing upon foundational principles from seminal works like "Getting to Yes" by Roger Fisher and William Ury, the program moves beyond basic tactics to explore the intricate psychology of negotiation and the dynamics of dispute resolution. Participants will delve into advanced concepts such as principled negotiation, managing power imbalances, and navigating cross-cultural communication barriers. At BIG BEN Training Center, we believe in a practical, hands-on approach that bridges theory and real-world application. This course equips professionals with a comprehensive toolkit to handle everything from simple disagreements to complex, high-stakes negotiations, ensuring they can protect interests, build stronger relationships, and turn potential conflicts into opportunities for collaboration and growth.

Target Audience / This training course is suitable for:

- Business Leaders and Executives.
- Sales and Business Development Professionals.
- Procurement and Supply Chain Managers.
- Human Resources and Employee Relations Specialists.
- Project and Program Managers.
- Legal Counsel and Contract Administrators.
- Team Leaders and Department Heads.
- Consultants and Client Relationship Managers.
- Government Officials and Public Sector Administrators.
- Anyone involved in regular negotiations or conflict management.

Target Sectors and Industries:

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

Target Organizations Departments:

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

Course Offerings:

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

- Develop and implement sophisticated negotiation strategies for various business contexts.
- Master the principles of integrative and distributive bargaining to maximize outcomes.
- Effectively identify and utilize BATNA (Best Alternative to a Negotiated Agreement).
- Apply advanced communication and persuasion techniques to influence stakeholders.
- Analyze and manage power dynamics and emotional intelligence during negotiations.
- De-escalate tense situations and manage difficult conversations with confidence.
- Mediate workplace disputes and facilitate constructive conflict resolution processes.
- Navigate cross-cultural negotiation challenges with sensitivity and awareness.
- Structure agreements that are durable, clear, and foster long-term relationships.
- Create and implement a personal action plan for continuous skill development.

Course Methodology:

This training course at BIG BEN Training Center employs a dynamic and immersive learning methodology designed for maximum skill acquisition and retention. We move beyond traditional lectures to create a participant-centered environment where learning is an active process. The methodology is built on a foundation of experiential learning, incorporating a rich blend of interactive discussions, practical exercises, and collaborative group work. A significant portion of the course is dedicated to realistic role-playing scenarios and complex case studies drawn from contemporary business challenges. This allows participants to apply theoretical concepts in a safe and controlled setting, receiving immediate, constructive feedback from both the instructor and their peers. We utilize diagnostic tools and self-assessment inventories to help participants understand their natural negotiation and conflict styles. The training emphasizes reflective practice, encouraging attendees to analyze their performance and strategize for improvement, ensuring they leave with not just knowledge, but a refined set of practical skills ready for immediate application in their professional roles.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Negotiation

- The Psychology of Negotiation and Influence.
- Distributive vs. Integrative Bargaining Frameworks.
- Understanding Interests, Positions, and Needs.
- Defining Your BATNA and ZOPA (Zone of Possible Agreement).
- The Role of Preparation and Planning in Successful Negotiation.
- Ethical Considerations and Building Trust.
- Introduction to the Thomas-Kilmann Conflict Mode Instrument.

Unit Two: Core Communication and Persuasion Techniques

- Advanced Active Listening and Strategic Questioning.
- Building Rapport and Fostering Collaborative Atmospheres.
- Non-Verbal Communication and Body Language Cues.
- Principles of Persuasion and Cialdini's Framework.
- Framing and Reframing Proposals for Maximum Impact.
- Managing Information Flow and Concessions Strategically.
- Techniques for Overcoming Deadlocks and Impasses.

Unit Three: Advanced Negotiation Scenarios and Tactics

- Negotiating with Difficult People and Handling Aggressive Tactics.
- Managing Power Imbalances and Leveraging Your Strengths.
- Cross-Cultural Negotiation and Global Business Etiquette.
- Multi-Party and Team-Based Negotiation Dynamics.
- Utilizing Technology for Virtual and Hybrid Negotiations.
- Advanced Bargaining Tactics and Counter-Tactics.
- Negotiating Complex Contracts and High-Stakes Deals.

Unit Four: Principles of Conflict Resolution and Management

- Understanding the Sources and Escalation of Conflict.
- Conflict Analysis and Diagnosis in the Workplace.
- De-escalation Techniques for High-Tension Situations.
- Introduction to Mediation and Facilitation Skills.
- Conducting Difficult Conversations and Providing Constructive Feedback.
- Restorative Practices in an Organizational Context.
- Developing a Proactive Conflict Management System.

Unit Five: Integration and Practical Application

- Capstone Simulation: A Complex Multi-Party Negotiation Scenario.
- Peer Feedback and Expert Coaching Sessions.
- Integrating Negotiation and Conflict Resolution Skills.
- Developing a Personal Negotiation and Conflict Style.
- Creating a Continuous Improvement and Action Plan.
- Managing Post-Negotiation Relationships and Implementation.
- Final Review of Key Concepts and Best Practices.

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 is the ethical line between strategic persuasion and outright manipulation?

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

This course distinguishes itself by offering a deeply integrated and holistic approach that seamlessly blends the art of negotiation with the science of conflict resolution. While many programs treat these as separate disciplines, we recognize they are two sides of the same coin. Our curriculum is built on the understanding that the most successful negotiators are also skilled conflict managers, capable of navigating not just the deal, but the human dynamics that underpin it. We move beyond simplistic win-lose tactics to focus on value creation, relationship building, and the psychological drivers of decision-making. The training places a significant emphasis on emotional intelligence and self-awareness, equipping participants to manage their own reactions and understand the motivations of others in high-pressure situations. Furthermore, the course content is intensely practical, utilizing advanced, multi-layered simulations that mirror the complexity of modern business challenges, from cross-cultural M&A deals to internal stakeholder disputes. Participants leave not with a list of tricks, but with a strategic mindset and a versatile framework applicable to any negotiation or conflict scenario they may face.