

# Develop Your Negotiation Skills

## Description

Negotiation is an integral part of professional life: defending an idea, reaching an agreement, resolving a disagreement, or finding a win-win compromise. Yet, negotiation is not something that can be improvised it requires thorough preparation, a clear understanding of the parties' needs, and the ability to find balanced solutions.

## Understanding the stakes of effective negotiation

This one-day negotiation techniques training equips you with practical methods and tools to prepare and lead your negotiations with greater confidence and efficiency. You will strengthen your argumentation, define your room for maneuver, and manage power dynamics to create favorable conditions for a lasting agreement whether or not an agreement is reached.

By the end of the course, you will be able to conduct your negotiations with clarity, confidence, and impact, while adapting your techniques to each context and stakeholder.

## Course Content

### Module 1: Fundamentals of Negotiation and Different Negotiation Styles

- Define negotiation and its key principles
- Recognize the main negotiation styles
- Identify your own style and its impact
- Select the appropriate approach based on the context

### Module 2: Preparing the Negotiation (Objectives, Flexibility, BATNA, ZOPA)

- Clarify objectives and success criteria
- Define concessions and room for maneuver
- Establish your BATNA and identify the ZOPA
- Develop a structured negotiation plan

### Module 3: Analyzing Stakeholders' Needs, Positions, and Motivations

- Differentiate between positions, interests, and needs
- Use active listening and questioning techniques
- Map out stakeholders involved
- Identify levers and potential blockers

### Module 4: Building and Structuring Effective Arguments

- Develop clear and logical arguments
- Support your arguments with evidence and benefits
- Tailor your message to the counterpart's profile
- Anticipate and prepare counterarguments

### Module 5: Communication and Persuasion Strategies

- Master assertiveness and non-verbal communication
- Select effective persuasion tactics
- Manage silence, rhythm, and reformulation
- Negotiate remotely: email, video conference, phone

## **Module 6: Managing Power Dynamics, Objections, and Difficult Situations**

- Analyze power dynamics and imbalances
- Address objections using proven techniques
- Defuse tension and manage challenging behaviors
- Maintain the relationship while staying firm

## **Module 7: Finding Balanced Solutions and Reaching Lasting Agreements**

- Generate value-creating options
- Establish objective evaluation criteria
- Formalize clear and verifiable agreements
- Secure follow-up and prevent deviations

## **Module 8: Practical Case-Based Simulations**

- Practice using real participant scenarios
- Receive personalized, actionable feedback
- Adjust strategies and techniques
- Define a personal improvement plan

## **Lab / Exercises**

- This course includes hands-on exercises designed to reinforce your knowledge and apply your skills in real-world professional scenarios.

## **Documentation**

- Digital course materials

## **Participant profiles**

- Professionals looking to improve their interactions in a professional or personal context
- Individuals involved in defending ideas or participating in joint decision-making
- Employees seeking to enhance their interpersonal confidence
- Anyone wishing to develop their negotiation skills

## **Prerequisites**

- No specific knowledge required; professional experience involving communication or negotiation is an advantage.

## **Objectives**

- Identify your strengths and areas for improvement in negotiation situations.
- Prepare your negotiations by clarifying your objectives, room for maneuver, and priorities.
- Analyze the needs, interests, and positions of your counterparts.
- Structure your arguments and adapt your communication to different contexts.
- Manage power dynamics while maintaining a constructive relationship.

- Explore and implement balanced solutions to reach a sustainable agreement.

**Description**

Negotiation Skills Development Training

**Niveau**

Fondamental

**Classroom Registration Price (CHF)**

800

**Virtual Classroom Registration Price (CHF)**

800

**Duration (in Days)**

1

**Reference**

ORG-DTN