Negotiation Mastery: Creating Value and Reaching Agreement Training

Duration: **1 Day**

BİLGİNÇ IT Academy
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Overview

Learn powerful negotiation strategies to build stronger business relationships and achieve mutually beneficial agreements.

Negotiation Mastery: Creating Value and Reaching Agreement is a practical and engaging training course designed to help professionals develop the confidence, strategies, and communication techniques needed for successful negotiations across various business environments.

This hands-on negotiation training program enables participants to understand negotiation psychology, recognize different communication styles, and apply proven frameworks that lead to collaborative, win-win outcomes. Through interactive discussions, realistic scenarios, and structured role-playing exercises, learners gain practical experience in handling real-world negotiations effectively.

Throughout the course, participants develop essential negotiation skills including conflict management, objection handling, persuasive communication, power dynamics management, and emotional intelligence. The training also teaches how to adapt negotiation approaches to different personalities, cultures, and organizational settings.

By the end of the course, attendees will leave with a practical toolkit of negotiation strategies they can immediately apply to strengthen business relationships, close deals confidently, and create long-term value for their organizations.

Prerequisites

There are no formal prerequisites for this training course. Basic workplace communication experience is recommended. The course is suitable for both beginners and experienced professionals seeking to improve negotiation performance.

Who Should Attend

This course is ideal for:

- Managers
- Team leaders
- Project managers
- Sales professionals
- Procurement specialists
- HR professionals
- Customer-facing professionals
- Anyone seeking to improve negotiation and conflict resolution skills

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What You Will Learn

Participants will learn how to:

- Understand core negotiation principles and strategies
- Prepare effectively for negotiations
- Analyze stakeholder interests and motivations
- Communicate persuasively
- Handle objections confidently
- Apply emotional intelligence during negotiations
- Manage conflict and resistance
- Develop mutually beneficial agreements
- Close negotiations successfully

Outline

Module 1: Introduction to Negotiation

- What negotiation is and is not
- Types of workplace negotiations
- The mindset of successful negotiators

Module 2: Preparing for Success

- Setting negotiation goals
- Identifying interests vs positions
- Stakeholder analysis
- Building negotiation strategies

Module 3: Communication Skills for Negotiators

- Verbal and nonverbal communication
- Active listening techniques
- Understanding negotiation styles

Module 4: Managing the Negotiation Process

- Structuring negotiation conversations
- Influence and persuasion techniques
- Handling difficult behaviors and objections

Module 5: Collaborative Problem Solving

- Creating mutually beneficial solutions
- Building trust and common ground
- Breaking negotiation deadlocks

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Module 6: Navigating Conflict and Power Dynamics

- Recognizing conflict sources
- De-escalation techniques
- Managing emotions effectively
- Negotiating with resistant or powerful counterparts

Module 7: Closing the Deal

- Reaching agreements
- Securing commitment
- Clarifying terms and expectations
- Ensuring follow-through

Module 8: Practice and Role-Play

- Realistic negotiation simulations
- Group exercises
- Instructor feedback sessions

Module 9: Action Planning and Wrap-Up

- Developing a personal negotiation improvement plan
- Final Q&A session
- Key takeaways and next steps