

ADVANCED NEGOTIATION SKILLS



GENTEX[®]
TRAINING CENTER



Introduction

Every professional negotiates, whether closing a deal, resolving a dispute, or agreeing on project terms. The Advanced Negotiation Skills Training Course equips participants with proven strategies to negotiate confidently and reach favorable outcomes. Furthermore, this program strengthens preparation techniques, persuasive tactics, and the ability to manage difficult counterparts, helping professionals protect their interests while preserving relationships. As a result, participants gain the composure needed to negotiate effectively under pressure. This Training Course covers principled negotiation, BATNA analysis, anchoring techniques, and strategies for overcoming deadlocks. In addition, learners apply proven frameworks through realistic negotiation simulations that mirror real business situations. By the end of the program, professionals gain a structured approach to negotiating with confidence and securing stronger, more sustainable agreements.

Advanced Negotiation Skills Course Objectives

- Apply principled negotiation techniques from the Harvard Negotiation Project
- Calculate BATNA and reservation price before entering negotiations
- Use anchoring techniques to influence the negotiation range
- Apply active listening to uncover the other party's real interests
- Distinguish between positions and underlying interests in disputes
- Manage difficult counterparts and high-pressure negotiation tactics
- Apply strategies to overcome deadlocks and stalled negotiations
- Build win-win agreements through value-creation techniques
- Use silence and pacing strategically during negotiations
- Close negotiations effectively while preserving long-term relationships

Course Methodology



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- Interactive lectures on established negotiation frameworks and theory
- Realistic negotiation simulations covering business scenarios
- Group workshops on BATNA and reservation price analysis
- Case study discussions of successful and failed negotiations
- Role-play exercises managing difficult negotiation tactics
- Continuous feedback throughout practical exercises

Who Should Take This Course

- Sales and business development professionals
- Procurement and supply chain managers
- Project managers negotiating scope and resources
- Legal and contracts professionals
- Team leaders resolving internal disputes
- Executives managing high-stakes business deals

Advanced Negotiation Skills Course Outlines

Day 1: Foundations of Negotiation

- Introduce principled negotiation from the Harvard Negotiation Project
- Distinguish between positions and underlying interests
- Explore distributive versus integrative negotiation approaches
- Calculate BATNA and reservation price before negotiating
- Review case studies of successful business negotiations
- Identify personal negotiation style and tendencies
- Set individual negotiation development goals





Day 2: Preparation and Strategy Development

- Research counterparts and gather relevant information
- Set clear objectives and acceptable trade-off ranges
- Apply anchoring techniques to influence the negotiation range
- Build a negotiation strategy aligned with desired outcomes
- Identify potential concessions and their relative value
- Anticipate counterpart objections and prepare responses
- Draft a structured negotiation preparation checklist

Day 3: Communication and Influence Tactics

- Apply active listening to uncover real interests
- Use strategic questioning to gather critical information
- Apply framing techniques to present proposals persuasively
- Use silence and pacing strategically during discussions
- Read non-verbal cues to gauge counterpart reactions
- Practice assertive communication without damaging rapport
- Manage emotional reactions during tense discussions

Day 4: Managing Difficult Negotiations

- Manage difficult counterparts and high-pressure tactics
- Apply strategies to overcome deadlocks and stalled talks
- Handle ultimatums and aggressive negotiation behavior
- Recognize manipulation tactics and respond appropriately
- Practice multi-party negotiation scenarios

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- Apply mediation techniques when negotiations stall
- Build contingency plans for failed negotiations

Day 5: Building Agreements and Practical Application

- Build win-win agreements through value-creation techniques
- Close negotiations effectively while preserving relationships
- Draft clear, actionable agreement terms
- Practice a full negotiation simulation from start to finish
- Review simulation outcomes with structured feedback
- Apply lessons learned to real workplace negotiations
- Conduct final course review and open discussion

Conclusion

By successfully completing Advanced Negotiation Skills, participants will gain practical techniques in principled negotiation, BATNA analysis, persuasive communication, and deadlock resolution. Furthermore, they will acquire strategies to manage difficult counterparts and build win-win agreements that preserve long-term relationships. As a result, graduates return to their roles ready to negotiate confidently and secure stronger outcomes in business dealings. Gentex Training Center designed this Training Course to help professionals negotiate with structure, confidence, and lasting impact.

FAQs





Q1 What is the "Advanced Negotiation Skills" course about?

This course focuses on building the strategies and confidence needed to negotiate effectively in business settings. It covers principled negotiation, BATNA analysis, persuasive tactics, and techniques for resolving deadlocks and difficult negotiations.

Q2 What are the key benefits of the "Advanced Negotiation Skills" course?

Participants secure stronger agreements, protect their interests during high-pressure discussions, and preserve important business relationships. Additionally, they gain the confidence to manage difficult counterparts and close deals more efficiently.

Q3 What skills will I gain from the "Advanced Negotiation Skills" course?

Participants gain skills in principled negotiation, BATNA analysis, persuasive communication, and deadlock resolution. These four core competencies help professionals negotiate confidently and reach favorable, sustainable agreements.

Q4 What tools, methods, or standards are covered in the "Advanced Negotiation Skills" course?

The course covers principled negotiation from the Harvard Negotiation Project, BATNA and reservation price analysis, anchoring techniques, and value-creation methods for building win-win agreements.



Q5 How is the "Advanced Negotiation Skills" course applied in real-world practice?

Professionals apply these techniques by preparing thoroughly before deals, managing difficult counterparts, and closing agreements that protect long-term relationships. Consequently, organizations secure stronger contracts and reduce the risk of stalled negotiations.