

COMPREHENSIVE COURSE IN NEGOTIATION SKILLS



GENTEX[®]
TRAINING CENTER



Introduction

Negotiation touches nearly every professional interaction, from closing deals to resolving workplace conflicts. The Comprehensive Course in Negotiation Skills Training Course helps professionals build a complete toolkit for negotiating with confidence and clarity. Participants learn proven frameworks such as principled negotiation, BATNA analysis, and interest-based bargaining, alongside practical techniques for managing difficult conversations and closing agreements. Furthermore, the course covers verbal and non-verbal communication, active listening, and persuasion strategies that strengthen every negotiation. Through interactive exercises and realistic scenarios, delegates practice applying these skills across business, sales, and interpersonal contexts.

Comprehensive Course in Negotiation Skills Course Objectives

- Apply principled negotiation techniques to reach mutually beneficial agreements
- Use BATNA and ZOPA analysis to strengthen negotiation positioning
- Apply interest-based bargaining to resolve conflicting priorities
- Use active listening and questioning techniques to uncover hidden interests
- Manage emotions and pressure tactics during difficult negotiations
- Apply persuasion and influencing techniques ethically and effectively
- Structure negotiation preparation using stakeholder and interest mapping
- Handle objections and counteroffers with confidence
- Close agreements using structured closing and confirmation techniques
- Adapt negotiation style to different personalities and cultural contexts

Course Methodology

- Interactive lectures introducing core negotiation theories and models

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- Role-play simulations covering business, sales, and workplace scenarios
- Case study analysis of real negotiation successes and failures
- Group exercises applying BATNA, ZOPA, and interest-based bargaining tools
- Individual feedback sessions to refine personal negotiation style
- Practical checklists and preparation templates for real negotiations

Who Should Take This Course

- Sales and business development professionals
- Managers and team leaders negotiating internally and externally
- Procurement and contract professionals
- Human resources and industrial relations specialists
- Customer service and account management professionals
- Entrepreneurs and business owners
- Anyone seeking to strengthen their negotiation confidence

Comprehensive Course in Negotiation Skills Course Outlines

Day 1: Foundations of Negotiation

- Understanding negotiation styles and approaches
- Principled negotiation versus positional bargaining
- Introduction to BATNA, ZOPA, and reservation points
- Identifying interests versus positions
- Common negotiation mistakes and how to avoid them
- Setting clear negotiation goals and priorities



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- Case study: a classic negotiation breakdown

Day 2: Preparation and Strategy

- Conducting stakeholder and interest analysis
- Building a negotiation strategy and concession plan
- Researching the other party's position and priorities
- Preparing opening offers and anchoring techniques
- Identifying trade-offs and value-creation opportunities
- Aligning negotiation goals with organizational objectives
- Workshop: preparing a negotiation plan

Day 3: Communication and Influence

- Active listening and effective questioning techniques
- Reading verbal and non-verbal communication cues
- Persuasion and influencing strategies
- Managing emotions and defusing tension
- Handling difficult personalities and pressure tactics
- Building rapport and trust during negotiations
- Role-play: high-pressure negotiation simulation

Day 4: Advanced Negotiation Techniques

- Applying value-based bargaining to complex deals
- Managing multi-party and team negotiations
- Handling deadlocks and breaking impasses
- Using mediation techniques to resolve disputes



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- Negotiating across cultures and communication styles
- Handling objections and counteroffers effectively
- Group exercise: multi-party negotiation scenario

Day 5: Closing and Application

- Structuring effective closing techniques
- Confirming agreements and avoiding misunderstandings
- Documenting outcomes and follow-up actions
- Managing post-negotiation relationships
- Evaluating negotiation performance and lessons learned
- Building a personal negotiation action plan
- Final simulation: full negotiation exercise

Conclusion

By successfully completing the Comprehensive Course in Negotiation Skills Training Course, participants will have acquired a complete set of tools for preparing, conducting, and closing negotiations with confidence. Delegates gain stronger communication, persuasion, and problem-solving abilities, along with practical strategies for managing difficult conversations and reaching mutually beneficial agreements. Furthermore, participants leave equipped to adapt their negotiation approach to different situations, personalities, and cultural contexts. Gentex Training Center designs this program to help professionals negotiate more effectively across business, sales, and everyday workplace interactions.

FAQs





Q1 What is the "Comprehensive Course in Negotiation Skills" course about?

This course teaches professionals a complete, practical approach to negotiation, covering preparation, communication, persuasion, and closing techniques. It applies proven frameworks such as principled negotiation and interest-based bargaining to real business, sales, and workplace scenarios.

Q2 What are the key benefits of the "Comprehensive Course in Negotiation Skills" course?

Participants gain greater confidence, stronger communication skills, and better negotiation outcomes. The course also builds the ability to manage difficult conversations, handle objections, and close agreements that satisfy all parties involved.

Q3 What skills will I gain from the "Comprehensive Course in Negotiation Skills" course?

Delegates develop negotiation preparation, active listening, persuasive communication, and conflict resolution skills. These capabilities support more effective outcomes in business deals, sales conversations, and everyday workplace negotiations.



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

The course applies BATNA and ZOPA analysis, principled negotiation, interest-based bargaining, and value-based negotiation frameworks. It also covers anchoring techniques, stakeholder mapping, and structured closing methods used across professional negotiations.

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

Professionals use these techniques to negotiate contracts, sales deals, salary discussions, and internal agreements. The frameworks help manage objections, resolve conflicts, and reach outcomes that strengthen working relationships and business results.