

NEGOTIATING & INFLUENCING FOR BUSINESS ADVANTAGE



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TRAINING CENTER



Introduction

Business results rarely depend on authority alone. They depend on the ability to persuade, negotiate, and build agreement with people who have their own priorities. The Negotiating & Influencing for Business Advantage Course develops both capabilities as one connected skill set. Participants learn how to plan negotiations, influence without formal power, handle resistance, and create outcomes that hold after the meeting ends. Furthermore, the course covers stakeholder mapping, communication framing, and organisational politics in a professional and ethical way. As a result, delegates leave able to win support for ideas, negotiate better commercial terms, and move decisions forward faster.

Negotiating & Influencing for Business Advantage Course Objectives

- Apply the Harvard Principled Negotiation model to commercial and internal negotiations.
- Build negotiation plans using BATNA, ZOPA, and reservation value analysis.
- Influence stakeholders without relying on positional authority.
- Apply Cialdini's six principles of persuasion: reciprocity, scarcity, authority, consistency, liking, and social proof.
- Map stakeholders using power-interest grids and influence networks.
- Frame proposals clearly using the Minto Pyramid Principle and structured messaging.
- Handle objections, resistance, and counter-arguments confidently.
- Use emotional intelligence and active listening to read the room.
- Negotiate across functions, cultures, and levels of seniority.
- Close agreements and secure commitment with clear follow-through.

Course Methodology

- Interactive workshops led by negotiation and influence practitioners.

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- Simulated negotiations with scored outcomes and structured debriefs.
- Role-play of stakeholder meetings, board presentations, and resistance scenarios.
- Case studies in sales, procurement, and internal change negotiations.
- Exercises using power-interest grids, BATNA templates, and influence maps.
- Video review of persuasion style and verbal impact.
- Capstone simulation: influencing a complex stakeholder group.

Who Should Take This Course

- Managers and team leaders seeking broader influence.
- Sales, business development, and account managers.
- Procurement and commercial negotiation professionals.
- Project and change managers securing stakeholder buy-in.
- Consultants and internal advisors.
- High-potential professionals preparing for senior roles.

Negotiating & Influencing for Business Advantage Course Outlines

Day 1: Negotiation Foundations and Preparation

- Distributive versus integrative negotiation and when each applies.
- The Harvard Principled Negotiation framework and its four principles.
- Separating positions from interests to unlock options.
- Setting objectives, limits, and concession plans.
- Using BATNA and WIPAT to measure negotiation power.
- Mapping the zone of possible agreement (ZOPA).



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- Exercise: building a complete negotiation plan.

Day 2: Influence Without Authority

- Sources of power: expert, referent, informational, and relational.
- Cialdini's six principles of persuasion in business settings.
- Building credibility and trust quickly.
- Framing messages with the Minto Pyramid Principle.
- Storytelling and evidence to make proposals memorable.
- Ethical boundaries of influence and manipulation.
- Role-play: persuading a sceptical senior stakeholder.

Day 3: Stakeholder Mapping and Organisational Dynamics

- Identifying stakeholders and assessing their influence.
- Power-interest grid and stakeholder salience models.
- Reading organisational culture and decision making.
- Coalitions, allies, and sponsors for proposals.
- Managing resistance and competing agendas.
- Networking and relationship building for long-term advantage.
- Workshop: mapping stakeholders for a live proposal.

Day 4: Communication, Objections, and Difficult Conversations

- Active listening, questioning, and paraphrasing techniques.



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- Reading non-verbal signals and emotional cues.
- Handling objections with structured response models.
- Managing difficult conversations and conflict constructively.
- Assertiveness without aggression in high-pressure meetings.
- Cross-cultural communication and negotiation styles.
- Simulation: turning resistance into agreement.

Day 5: Closing, Commitment, and Commercial Advantage

- Recognising closing signals and timing the close.
- Trading concessions and structuring win-win packages.
- Securing commitment and documented follow-through.
- Negotiating internally for resources and budget.
- Protecting relationships while holding firm on value.
- Reviewing outcomes and building a personal influence plan.
- Capstone simulation: influencing a multi-stakeholder decision.

Conclusion

By successfully completing Negotiating & Influencing for Business Advantage, participants will have acquired practical knowledge of interest-based negotiation, ethical persuasion, stakeholder mapping, and structured communication. They will understand how to prepare with BATNA and ZOPA analysis, influence without authority, and turn resistance into agreement. In addition, they will gain confidence in closing deals and securing commitment. Gentex Training Center builds this programme around live simulation, so delegates return ready to create measurable business advantage.





FAQs

Q1 What is the "Negotiating & Influencing for Business Advantage" course about?

It develops two connected capabilities: negotiating better commercial and internal agreements, and influencing people who do not report to you. Participants learn preparation methods, persuasion principles, stakeholder mapping, and closing techniques. The course focuses on outcomes that survive after the meeting.

Q2 What are the key benefits of the "Negotiating & Influencing for Business Advantage" course?

It helps professionals win support for ideas, negotiate stronger commercial terms, and reduce the delays caused by unresolved objections. Participants gain a repeatable preparation method and greater confidence in senior meetings. Organisations benefit from faster decisions and better cross-functional cooperation.

Q3 What skills will I gain from the "Negotiating & Influencing for Business Advantage" course?

Participants gain interest-based negotiation, persuasive communication, stakeholder mapping and influence, and objection handling and closing skills.



Q4 What tools, methods, or standards are covered in the "Negotiating & Influencing for Business Advantage" course?

The course covers the Harvard Principled Negotiation method, BATNA, WIPAT, reservation value, ZOPA analysis, Cialdini's six principles of persuasion, power-interest stakeholder grids, stakeholder salience models, the Minto Pyramid Principle, structured objection-handling frameworks, and concession trading plans.

Q5 How is the "Negotiating & Influencing for Business Advantage" course applied in real-world practice?

Participants apply it before supplier and client meetings, when proposing internal change, and while competing for budget and resources. They map stakeholders, frame proposals with evidence, handle objections calmly, and time the close, turning stakeholder resistance into documented commitment.