

NEGOTIATION AND PERSUASION TECHNIQUES TRAINING COURSE



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TRAINING CENTER



Introduction

Getting to yes is rarely about winning an argument. It depends on understanding what the other side needs, framing your case in their language, and holding your position without breaking the relationship. This Negotiation and Persuasion Techniques Training Course develops both capabilities together. Learners study interest-based negotiation, the Harvard Principled Negotiation method, and Cialdini's principles of persuasion. Furthermore, the course covers message framing, storytelling, handling objections, and reading nonverbal signals. As a result, participants influence decisions ethically, reach agreements that hold, and build a reputation for being both persuasive and fair.

Negotiation and Persuasion Techniques Course Objectives

- Prepare negotiation plans using the Harvard Principled Negotiation framework.
- Distinguish positions from interests and separate people from the problem.
- Calculate BATNA, WATNA, and reservation points before entering talks.
- Apply Cialdini's six principles of persuasion ethically and effectively.
- Structure persuasive messages with the Minto Pyramid Principle and the rule of three.
- Frame proposals around audience values using the "whatso whatnow what" model.
- Use storytelling techniques, including the hero's journey, to make ideas memorable.
- Handle objections with the acknowledgeclarifyrespond method.
- Read nonverbal cues and adapt delivery in real time.
- Close negotiations with documented agreements and clear next steps.



Course Methodology

This course combines short lectures with intensive simulation and role-play. Participants negotiate live commercial and internal scenarios, deliver persuasive pitches, and receive structured feedback from trainers and peers. Trainers use recorded practice, case studies, and coached debriefs. Group discussion examines what shifted each outcome. In addition, participants build a personal persuasion preparation toolkit.

Who Should Take This Course

- Sales and business development professionals
- Managers negotiating resources, budgets, and priorities
- Procurement and contracts staff dealing with suppliers
- Marketing and communications specialists
- Project managers securing stakeholder buy-in
- Consultants and advisors pitching recommendations
- Anyone who needs to influence decisions without authority

Negotiation and Persuasion Techniques Course Outlines

Day 1: Negotiation Foundations

- Distributive versus integrative negotiation
- The Harvard Principled Negotiation framework
- Positions versus interests in real negotiation
- BATNA, WATNA, and reservation points

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- Objective criteria and fair standards
- Ethical limits of negotiation tactics
- Personal negotiation style assessment

Day 2: Persuasion and Influence

- Cialdini's six principles: reciprocity, scarcity, authority, consistency, liking, social proof
- Ethos, pathos, and logos in business persuasion
- The Minto Pyramid Principle for clear arguments
- The rule of three and message memorability
- Framing and anchoring techniques
- Influence versus manipulation: drawing the line
- Persuasion practice with recorded feedback

Day 3: Message Design and Storytelling

- Audience analysis and the WIIFM principle
- The "whatso whatnow what" model
- Storytelling with the hero's journey and conflict-resolution arcs
- Metaphor, contrast, and vivid language
- Visual support that reinforces the message
- Adapting tone for executives, clients, and teams
- Pitch workshop with peer critique

Day 4: Handling Objections and Difficult Counterparts

- The acknowledgeclarifyrespond method
- Reframing objections into shared problems



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- Managing hardball tactics, pressure moves, and ultimatums
- Dealing with aggressive, evasive, or silent negotiators
- Emotional control under provocation
- Concession strategy and value trading
- Live negotiation simulation with debrief

Day 5: Closing, Agreement, and Practice

- Recognizing and creating closing moments
- Summarizing agreements and confirming understanding
- Documenting commitments with owners and dates
- Follow-up discipline and relationship maintenance
- Cross-cultural persuasion and negotiation differences
- Final assessed negotiation and persuasion pitch
- Personal 30-day development plan

Conclusion

By successfully completing Negotiation and Persuasion Techniques, participants will gain a practical understanding of how to prepare a negotiation, build a persuasive case, and close agreements that both sides honour. They will be able to identify interests, apply influence principles ethically, handle objections calmly, and adapt their message to any audience. In addition, they will know how to maintain relationships after the deal. Gentex Training Center designed this course so that learners return to work more persuasive, more confident, and more effective in every negotiation.





FAQs

Q1 What is the "Negotiation and Persuasion Techniques" course about?

It teaches how to reach agreements and influence decisions through structure rather than pressure. Participants study interest-based negotiation, persuasion principles, message framing, storytelling, objection handling, and closing technique through repeated simulated practice.

Q2 What are the key benefits of the "Negotiation and Persuasion Techniques" course?

Participants win more agreements without damaging relationships, present ideas that gain faster approval, and handle objections with composure instead of hesitation. They also reduce concessions made under pressure and build a reputation for credibility in negotiations.

Q3 What skills will I gain from the "Negotiation and Persuasion Techniques" course?

You will gain negotiation preparation and strategy, ethical persuasion and message framing, storytelling and pitch design, and objection handling and closing. These four skills combine to make your proposals harder to refuse and easier to trust.



Q4 What tools, methods, or standards are covered in the "Negotiation and Persuasion Techniques" course?

The course covers the Harvard Principled Negotiation framework, BATNA and WATNA analysis, Cialdini's six principles of persuasion, the Minto Pyramid Principle, the rule of three, the "whatso whatnow what" model, the hero's journey storytelling structure, and the acknowledgeclarifyrespond method.

Q5 How is the "Negotiation and Persuasion Techniques" course applied in real-world practice?

Professionals apply it in sales conversations, contract discussions, budget requests, internal buy-in meetings, supplier negotiation, and client pitches. The methods transfer to any situation where a decision must be influenced and a working relationship preserved.