

NEGOTIATION FUNDAMENTAL PRINCIPLES AND TECHNIQUES



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TRAINING CENTER



Introduction

Negotiation is a learnable discipline, not a personality trait. Behind every strong agreement sits preparation, a clear understanding of interests, and disciplined technique under pressure. This Negotiation Fundamental Principles and Techniques Training Course builds those foundations systematically. Learners study the core principles of bargaining, the Harvard Principled Negotiation method, and the tactical choices that shape outcomes. Furthermore, the course covers concession strategy, objection handling, and the psychology of influence. As a result, participants enter negotiations prepared, stay composed under pressure, and leave with agreements that hold rather than deals they later regret.

Negotiation Fundamental Principles and Techniques Course Objectives

- Explain the core principles that govern every negotiation.
- Distinguish distributive from integrative bargaining and choose the right approach.
- Apply the Harvard Principled Negotiation framework to real situations.
- Separate positions from interests and people from the problem.
- Calculate BATNA, WATNA, and reservation points before talks begin.
- Set opening positions and anchors deliberately rather than reactively.
- Design concession strategies that protect value.
- Generate options for mutual gain using objective criteria.
- Handle hardball tactics, ultimatums, and pressure moves calmly.
- Close agreements with clear commitments and documented next steps.



Course Methodology

This course combines short lectures with repeated negotiation practice. Participants negotiate several scenarios of increasing complexity and receive structured feedback from trainers and peers. Trainers use case studies, recorded practice, and coached debriefs. Group discussion examines which techniques changed each outcome. In addition, participants build a personal negotiation preparation checklist and maintain a negotiation journal throughout the week.

Who Should Take This Course

- Professionals at any stage who negotiate at work
- Sales, purchasing, and business development staff
- Managers handling resources, budgets, and priorities
- Project and programme staff securing cooperation
- Human resources and employee relations professionals
- Consultants and advisors negotiating engagements
- Anyone wanting a structured foundation in negotiation

Negotiation Fundamental Principles and Techniques Course Outlines

Day 1: Core Principles of Negotiation

- Why negotiation is a skill, not a personality trait
- Distributive versus integrative bargaining
- The Harvard Principled Negotiation framework
- Positions versus interests: the central distinction

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- Separating people from the problem
- The negotiation mindset and emotional control
- Personal negotiation style assessment

Day 2: Preparation and Planning

- Defining objectives, limits, and priorities
- BATNA, WATNA, and reservation points
- Researching the counterpart and their constraints
- Building a negotiation plan and issue matrix
- Objective criteria and fair standards
- Timing, venue, and agenda control
- Preparation workshop with peer review

Day 3: Opening, Anchoring, and Concessions

- Opening positions and the psychology of anchoring
- Framing proposals for audience fit
- Concession strategy and value trading
- Creating options for mutual gain
- Reading nonverbal signals and adapting
- Managing silence, impasse, and delay tactics
- Negotiation simulation with structured debrief

Day 4: Tactics and Difficult Counterparts

- Hardball tactics: good cop, bad cop, nibbling, and threats
- Handling ultimatums and artificial deadlines



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- Dealing with aggressive, evasive, or silent negotiators
- Emotional control under provocation
- Ethical boundaries: influence versus manipulation
- Cross-cultural negotiation differences
- Pressure negotiation lab with coaching

Day 5: Closing and Consolidation

- Recognizing and creating closing moments
- Summarizing agreements and confirming understanding
- Documenting commitments with owners and dates
- Managing post-agreement relationships
- Common negotiation mistakes and how to avoid them
- Final assessed negotiation with feedback
- Personal 30-day improvement plan

Conclusion

By successfully completing Negotiation Fundamental Principles and Techniques, participants will gain a practical understanding of how negotiation works and how technique shapes results. They will be able to prepare systematically, identify interests behind positions, set realistic limits, manage concessions, and respond calmly to pressure tactics. In addition, they will know how to document agreements so both sides keep them. Gentex Training Center designed this course so that learners return to work with a repeatable method for every negotiation they face.





FAQs

Q1 What is the "Negotiation Fundamental Principles and Techniques" course about?

It teaches the principles and practical skills behind effective negotiation. Participants study bargaining models, preparation and planning, anchoring and concessions, tactics used by difficult counterparts, and closing techniques through repeated simulated practice.

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

Participants negotiate with clearer preparation and less anxiety, secure better terms without damaging relationships, and stop conceding value under pressure. They also recognize tactics being used against them and close agreements that hold up in practice.

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

You will gain negotiation preparation and planning, interest-based bargaining, concession and tactic management, and agreement closing and documentation. These four skills combine to make your negotiation outcomes more consistent and more favourable.



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

The course covers the Harvard Principled Negotiation framework, distributive and integrative bargaining models, BATNA and WATNA analysis, reservation point setting, objective criteria standards, the issue matrix planning tool, and structured concession strategy.

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

Professionals apply it in salary and contract discussions, supplier negotiations, budget requests, client pricing conversations, and internal resource disputes. The principles transfer to any exchange where two parties must reach terms they both accept.