

# **PROFESSIONAL CERTIFICATE IN ADVANCED NEGOTIATION SKILLS**



**GENTEX<sup>®</sup>**  
TRAINING CENTER



## Step 1 Classification

English: Business & Management Excellence Courses Interpersonal Skills & Self-Development Training Courses Next-best alternative: Procurement, Contracts & Supply Chain Courses Contract Negotiation & Bidding Training Courses (because negotiation technique is shared, though this certificate programme is broader and not contract-specific).

**Arabic:** البريد الإلكتروني هو وسيلة اتصال إلكترونية تسمح للأشخاص بالتواصل والتواصل مع بعضهم البعض عبر الإنترنت. البريد الإلكتروني هو أحد أكثر وسائل الاتصال شيوعًا في العالم، حيث يستخدمه الملايين من الأشخاص يوميًا.

## Professional Certificate in Advanced Negotiation Skills Training Course

# Introduction

Experienced negotiators are separated from competent ones by preparation depth, not charisma. They map interests before the meeting, quantify their alternatives, plan concessions in advance, and recognise tactics while they are being used. This Professional Certificate in Advanced Negotiation Skills Training Course develops that discipline to a professional standard. Learners study the Harvard Principled Negotiation method, distributive and integrative bargaining, and advanced preparation tools. Furthermore, the course covers multi-party negotiation, difficult counterparts, and cross-cultural dynamics. As a result, participants negotiate complex agreements with confidence, protect value under pressure, and close terms both sides keep.

# Professional Certificate in Advanced Negotiation Skills

## Course Objectives

- Build negotiation plans with the Harvard Principled Negotiation framework.
- Distinguish distributive from integrative bargaining and choose the right approach.
- Quantify BATNA, WATNA, reservation points, and target values before talks.
- Separate positions from interests and people from the problem.

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- Apply the Minto Pyramid Principle to structure persuasive proposals.
- Design concession strategies with planned trades and value protection.
- Manage anchoring, framing, and timing deliberately.
- Handle hardball tactics, ultimatums, and bad-faith behaviour calmly.
- Negotiate in multi-party and cross-cultural settings effectively.
- Apply Cialdini's six principles of persuasion ethically within negotiation.
- Close with documented agreements, review dates, and dispute mechanisms.
- Evaluate negotiation outcomes against objective criteria after the fact.

## Course Methodology

This course combines short lectures with intensive simulation. Participants negotiate increasingly complex scenarios, including multi-party and cross-cultural cases, and receive detailed feedback from trainers and peers. Trainers use recorded practice, structured debriefs, and case studies from commercial and public settings. Group analysis examines which decisions moved value. In addition, participants build a personal negotiation preparation pack and post-negotiation review method.

## Who Should Take This Course

- Senior managers negotiating commercial agreements
- Sales, procurement, and business development professionals
- Legal and contracts advisors supporting negotiations
- Project and programme leaders negotiating scope and resources
- HR professionals handling pay, terms, and disputes
- Public sector officials negotiating service agreements
- Consultants and advisors representing client interests





# Professional Certificate in Advanced Negotiation Skills

## Course Outlines

### Day 1: Advanced Negotiation Foundations

- Distributive versus integrative bargaining revisited
- The Harvard Principled Negotiation framework in depth
- Positions versus interests: advanced diagnosis
- Separating people from the problem under pressure
- BATNA, WATNA, reservation points, and target values
- Objective criteria and fair standards
- Personal negotiation profile and its biases

### Day 2: Preparation and Planning Mastery

- Building the issue matrix: priorities and trade value
- Researching counterpart constraints and interests
- Mapping decision authority on the other side
- Agenda design and venue considerations
- Opening positions, anchors, and first offers
- Rehearsing scenarios and negative case planning
- Preparation workshop with peer challenge

### Day 3: Strategy, Concessions, and Persuasion

- The Minto Pyramid Principle for proposal structure
- Concession strategy: sequencing, size, and reciprocity

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- Value trading and logrolling across issues
- Cialdini's six principles applied ethically
- Framing and anchoring in live negotiation
- Managing deadlock, impasse, and time pressure
- Simulation with recorded debrief

## Day 4: Difficult Counterparts and Complex Settings

- Recognising hardball tactics and countering them
- Handling ultimatums, nibbling, and bad-faith moves
- Negotiating with aggressive, evasive, and silent parties
- Multi-party negotiation and coalition dynamics
- Cross-cultural negotiation differences and adaptation
- Ethical boundaries: influence versus manipulation
- Pressure negotiation lab with coaching

## Day 5: Closing, Documentation, and Review

- Recognising and creating closing moments
- Summarising terms and confirming shared understanding
- Drafting agreements with commitments and review dates
- Designing dispute resolution and escalation mechanisms
- Post-negotiation review against objective criteria
- Final assessed negotiation with detailed feedback
- Personal 30-day development plan





## Conclusion

By successfully completing Professional Certificate in Advanced Negotiation Skills, participants will gain a practical understanding of how advanced preparation, strategy, and psychological insight shape negotiation outcomes. They will be able to quantify their alternatives, design concession plans that protect value, counter difficult tactics, and handle multi-party and cross-cultural negotiations. In addition, they will know how to document agreements so they hold. Gentex Training Center designed this course so that learners return to work with a disciplined method for their most consequential negotiations.

## FAQs

### Q1 What is the "Professional Certificate in Advanced Negotiation Skills" course about?

It develops negotiation capability to a professional standard. Participants cover advanced preparation, interest diagnosis, anchoring and concession strategy, difficult counterpart tactics, multi-party and cross-cultural negotiation, and structured closing and review.

### Q2 What are the key benefits of the "Professional Certificate in Advanced Negotiation Skills" course?

Participants secure better terms with less last-minute concession, prepare faster and more thoroughly, and recognise tactics being used against them. They also handle multi-party negotiations more calmly and close agreements that hold without damaging relationships.



## Q3 What skills will I gain from the "Professional Certificate in Advanced Negotiation Skills" course?

You will gain advanced negotiation preparation and planning, strategy and concession design, difficult counterpart and multi-party handling, and agreement closing and post-negotiation review. These four skills combine to make your negotiation outcomes consistently stronger.

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

The course covers the Harvard Principled Negotiation framework, BATNA and WATNA analysis, reservation points and target values, the issue matrix, the Minto Pyramid Principle, Cialdini's six principles of persuasion, concession sequencing and logrolling, and structured post-negotiation review against objective criteria.

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

Professionals apply it in commercial contract negotiation, supplier and vendor agreements, salary and terms discussions, joint venture arrangements, and public sector service contracts. The methods transfer to any high-stakes exchange where terms and relationships both matter.