

PROFESSIONAL CERTIFICATE IN NEGOTIATION SKILLS



GENTEX[®]
TRAINING CENTER

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GENTEX Training Center LLC | Orlando - FL, USA
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- Set opening positions and anchors deliberately rather than reactively.
- Design concession strategies with planned trades and reciprocity.
- Communicate persuasively under pressure and handle objections.
- Apply Cialdini's six principles of persuasion ethically.
- Manage difficult counterparts, ultimatums, and pressure tactics calmly.
- Close agreements with clear commitments and documented next steps.

Course Methodology

This course combines short lectures with repeated negotiation practice. Participants negotiate 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 who negotiate as part of their daily work
- Sales, purchasing, and business development staff
- Managers handling resources, budgets, and priorities
- Project staff securing cooperation and commitments
- Human resources and employee relations professionals
- Customer-facing and client management staff
- Anyone who wants a recognised foundation in negotiation





Professional Certificate in Negotiation Skills Course Outlines

Day 1: Foundations of Negotiation

- What negotiation is and where it appears at work
- Distributive versus integrative bargaining
- The Harvard Principled Negotiation framework
- Positions versus interests: the central distinction
- Separating people from the problem
- 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 list
- Objective criteria and fair standards
- Timing, venue, and agenda control
- Preparation workshop with peer review

Day 3: Communication and Persuasion

- Opening positions and the psychology of anchoring
- Framing proposals for audience fit

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- Cialdini's six principles applied ethically
- Active listening and questioning techniques
- Handling objections with the acknowledgeclarifyrespond method
- Managing silence, impasse, and delay tactics
- Persuasiveness practice with recorded feedback

Day 4: Concessions and Difficult Counterparts

- Concession strategy: sequencing, size, and reciprocity
- Value trading and logrolling across issues
- Handling hardball tactics and artificial deadlines
- Dealing with aggressive, evasive, and silent negotiators
- Emotional control under provocation
- Ethical boundaries: influence versus manipulation
- Negotiation simulation with structured debrief

Day 5: Closing and Consolidation

- Recognising and creating closing moments
- Summarising terms and confirming shared understanding
- Documenting agreements with owners and dates
- Managing the relationship after the agreement
- Common negotiation mistakes and how to avoid them
- Final assessed negotiation with feedback
- Personal 30-day improvement plan





Conclusion

By successfully completing Professional Certificate in Negotiation Skills, participants will gain a practical understanding of how preparation, communication, and strategy combine to produce better agreements. They will be able to define their limits in advance, identify the interests behind positions, manage concessions deliberately, handle difficult counterparts calmly, and document outcomes that both sides honour. In addition, they will know how to keep improving through review. 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 "Professional Certificate in Negotiation Skills" course about?

It builds a structured, transferable approach to negotiation. Participants cover preparation and planning, bargaining models, anchoring and concessions, persuasion, difficult counterpart handling, and structured closing through repeated practice.

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

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



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

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

Q4 What tools, methods, or standards are covered in the "Professional Certificate in Negotiation Skills" 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 acknowledgeclarifyrespond method, Cialdini's six principles of persuasion, and structured concession sequencing.

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

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