

# Mastering Negotiation: Strategies for Successful Outcomes

Professional Skills  
Casablanca (Morocco)  
25 - 29 Aug 2025

UK Traininig

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## Mastering Negotiation: Strategies for Successful Outcomes

**Ref:** 321850\_148600 **Date:** 25 - 29 Aug 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 Euro

### Course Description

This intensive 5-day course equips participants with advanced negotiation skills essential for success in today's business world. Through a combination of theory, practical exercises, and real-world case studies, attendees will learn to navigate complex negotiation scenarios, develop effective strategies, and achieve mutually beneficial outcomes.

### Learning Objectives

- Understand key negotiation principles and apply them to various business contexts
- Develop strategies to create value and achieve win-win outcomes
- Enhance communication skills to build rapport and manage conflicts
- Learn to analyze and adapt to different negotiation styles and cultural contexts
- Master techniques for handling difficult negotiations and overcoming impasses

### Course Modules

#### Day 1: Foundations of Effective Negotiation

- Introduction to negotiation theory and practice
- Understanding negotiation styles and their impact
- The importance of preparation and goal-setting
- Analyzing the Zone of Possible Agreement ZOPA

#### Day 2: Creating and Claiming Value

- Distributive vs. integrative negotiation approaches
- Techniques for expanding the pie
- Managing trade-offs and concessions
- Effective use of anchoring and framing

#### Day 3: Communication and Persuasion in Negotiation

- Active listening and questioning techniques
- Building rapport and trust
- Persuasion strategies and tactics
- Managing emotions and difficult conversations

#### Day 4: Complex Negotiations and Cultural Considerations

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- Multi-party and multi-issue negotiations
- Negotiating across cultures
- Power dynamics and ethical considerations
- Dealing with deadlocks and impasses

## **Day 5: Advanced Strategies and Practical Application**

- Negotiation in specific business contexts M&A, contracts, etc.
- Developing a personal negotiation style
- Long-term relationship building through negotiation
- Capstone negotiation simulation and debrief

## **Practical Wins for Participants**

- Ability to confidently approach and structure complex negotiations
- Enhanced skills in creating value and achieving win-win outcomes
- Improved communication techniques for managing conflicts and building relationships
- Personalized negotiation strategy adaptable to various business scenarios

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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