Mastering Effective Negotiation Skills: A 1-Week Intensive

19 – 23 April 2027
Madrid (Spain)



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Why This Course

In today's fast-paced business environment, negotiation skills are critical for creating value, resolving conflicts, and securing favorable outcomes. Professionals who master advanced negotiation techniques can confidently navigate complex discussions, strengthen relationships, and drive organizational success.

This intensive 1-week program equips participants with proven strategies, practical tools, and hands-on experience to handle a wide range of negotiation scenarios. Through interactive exercises and real-world case studies, attendees will develop the skills needed to negotiate effectively in diverse professional contexts.

What You'll Learn and Practice

By attending this course, you will:

- Master fundamental and advanced negotiation principles and techniques.
- Develop strategies to create and claim value in both simple and complex negotiations.
- Enhance communication, active listening, and persuasion skills to build rapport and trust.
- Analyze and leverage power dynamics, manage emotions, and resolve conflicts.
- Gain proficiency in multi-party, cross-cultural, and high-stakes negotiations.
- Build a personalized toolkit of negotiation strategies for immediate application.

The Program Flow

Day 1: Foundations of Effective Negotiation

- Introduction to negotiation theory and key concepts
- Understanding negotiation styles and their impact on outcomes
- Importance of preparation, planning, and information gathering
- Analyzing interests, positions, and BATNAs Best Alternative to a Negotiated Agreement

Day 2: Creating and Claiming Value

- Differentiating distributive vs. integrative negotiation approaches
- Techniques to expand the pie and generate mutually beneficial solutions
- Effective framing, reframing, and managing trade-offs
- Strategies for concessions and collaborative problem-solving



Day 3: Communication and Persuasion

- Active listening, questioning, and empathy in negotiation
- Interpreting and using non-verbal communication effectively
- Persuasion and influence tactics to achieve agreement
- Building and maintaining long-term professional rapport

Day 4: Navigating Complex Negotiations

- Multi-party and team-based negotiation dynamics
- Overcoming challenges in cross-cultural negotiations
- Handling high-pressure, high-stakes negotiation situations
- Techniques for resolving deadlocks and impasses

Day 5: Advanced Negotiation Strategies

- Applying emotional intelligence in negotiations
- Ethical negotiation practices and managing difficult behaviors
- Leveraging digital tools and virtual negotiation platforms
- Strengthening long-term relationships through negotiation

Individual Impact

- Increased confidence in leading negotiations of all types.
- Ability to consistently achieve win-win outcomes.
- Enhanced communication, persuasion, and conflict-resolution skills.
- A practical toolkit of negotiation strategies adaptable to diverse business contexts.

Organizational Impact

- Improved collaboration and relationship management across teams and stakeholders.
- Enhanced value creation and risk mitigation in business agreements.
- Greater efficiency in resolving disputes and closing deals.
- Stronger negotiation culture contributing to organizational performance.

Training Methodology

- Interactive negotiation simulations and role-playing exercises.
- Real-world case studies reflecting complex negotiation challenges.
- Group discussions to share insights, strategies, and best practices.
- Hands-on exercises to build a personalized negotiation toolkit.



Beyond the Course

Participants will leave ready to:

- Confidently handle complex, multi-party, and high-stakes negotiations.
- Apply advanced negotiation strategies to achieve mutually beneficial outcomes.
- Strengthen professional relationships through effective communication and influence.
- Implement negotiation techniques immediately to improve individual and organizational results.

