Advanced Negotiation Techniques

25 – 29 January 2027
Lisbon (Portugal)

UK Traininig
PARTNER



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Why This Course

In today's competitive and fast-changing business environment, negotiation mastery is a critical differentiator for success.

Beyond basic skills, advanced negotiation requires strategy, emotional intelligence, analytical thinking, and the ability to manage complex dynamics under pressure.

This program equips participants with sophisticated negotiation tools, behavioral insights, and real-world techniques to handle challenging situations, protect value, and strengthen relationships. It emphasizes preparation, influence, and adaptability — ensuring participants can achieve optimal outcomes in any negotiation environment.

What You'll Learn and Practice

By joining this program, you will:

- Master advanced negotiation frameworks and psychological dynamics.
- Learn to analyze complex negotiations and plan strategies with precision.
- Strengthen emotional intelligence and adaptive communication skills.
- Develop techniques for influencing behavior and managing difficult counterparts.
- Build confidence to lead multi-party, cross-functional, and high-stakes negotiations.

The Program Flow

Day 1: Rethinking Negotiation Strategy

- The evolution from traditional to strategic negotiation.
- Understanding value creation vs. value claiming.
- Analyzing negotiation variables: interests, power, time, and relationships.
- Case study: strategic negotiation success stories and lessons learned.

Day 2: Advanced Preparation and Tactical Planning

- Designing negotiation strategies using structured frameworks.
- Applying BATNA, ZOPA, and Pareto efficiency in complex contexts.
- Anticipating tactics, resistance, and hidden motivations.
- Workshop: developing a negotiation strategy for a real-world scenario.



Day 3: Behavioral Psychology and Influence

- Understanding human behavior and cognitive biases in negotiation.
- Emotional intelligence as a source of influence and trust.
- Persuasion models and framing techniques to shape perceptions.
- Role-playing: managing emotions and pressure in difficult discussions.

Day 4: Managing Complex and Multi-Party Negotiations

- Structuring multi-stakeholder negotiations for balance and control.
- Handling conflicting interests and maintaining coalition stability.
- Negotiating across functions, organizations, and cultures.
- Simulation: multi-party negotiation involving competing priorities.

Day 5: Closing, Implementation, and Long-Term Relationship Building

- Moving from agreement to commitment and sustainable results.
- Avoiding last-minute pitfalls and deadlocks.
- Negotiating for long-term partnerships, not one-time wins.
- Action planning: building your personal advanced negotiation toolkit.

Individual Impact

- Enhance strategic thinking and behavioral insight in negotiation.
- Strengthen the ability to manage high-value and complex negotiations.
- Gain confidence in applying influence, persuasion, and adaptability.
- Develop resilience under pressure and improve emotional control.
- Build long-term credibility as a skilled, trusted negotiator.

Work Impact

- Improve negotiation outcomes in key strategic deals and partnerships.
- Strengthen internal and external collaboration through skilled communication.
- Reduce risks, conflicts, and inefficiencies in negotiation processes.
- Build a consistent negotiation culture focused on value creation and trust.
- Increase profitability and sustainability through strategic negotiation excellence.

Training Methodology

The program blends advanced theory with immersive, experience-based learning to ensure mastery through practice.

Learning methods include:



- Complex real-world negotiation case studies.
- Multi-party negotiation simulations and scenario-based exercises.
- Role-playing under timed and high-pressure conditions.
- Group debriefs and individual feedback sessions.
- Practical negotiation frameworks, templates, and self-assessment tools.

Beyond the Course

Upon completion, participants will be equipped to handle the most demanding negotiation situations with clarity, composure, and strategic foresight.

They will leave with advanced tools, techniques, and confidence to drive value, resolve conflicts, and lead negotiations that strengthen both relationships and results.

