



*Training Course:
The Art of Negotiation*

*21 - 25 July 2025
Kigali (Rwanda)*

Training Course: The Art of Negotiation

Training Course code: PS235936 From: 21 - 25 July 2025 Venue: Kigali (Rwanda) - Training Course Fees: 5950 € Euro

Introduction

Negotiation is a vital skill in professional and personal contexts, influencing outcomes in business deals, partnerships, conflict resolution, and everyday interactions. This comprehensive 5-day training program is designed to equip participants with strategic negotiation techniques, emotional intelligence tools, and practical frameworks to achieve win-win results. Through a combination of lectures, role-plays, and case studies, attendees will gain confidence, adaptability, and mastery in negotiation dynamics.

Target Audience

- Business leaders and executives
- Procurement and sales professionals
- Project managers and team leaders
- HR and legal professionals
- Anyone involved in formal or informal negotiations

Objectives

By the end of the program, participants will be able to:

- Understand key negotiation concepts and models
- Identify different negotiation styles and when to apply them
- Prepare strategically for negotiations using BATNA and ZOPA
- Apply persuasion and influence techniques
- Navigate cross-cultural and complex negotiations with confidence
- Manage emotions, resistance, and deadlocks effectively

Organizational Impact

- Enhanced negotiation outcomes in deals and contracts
- Stronger internal and external stakeholder relationships
- Reduced conflicts and improved decision-making
- Increased profitability and value creation
- Greater employee confidence in negotiations

Training Program Outline

Day 1: Foundations of Effective Negotiation

- What is negotiation? Types and applications
- Key concepts: Interests vs. Positions
- The negotiation process: 5 key stages
- Characteristics of a successful negotiator
- Interactive activity: Self-assessment of negotiation style

Day 2: Strategic Preparation & Planning

- Setting objectives and defining priorities
- BATNA Best Alternative to a Negotiated Agreement
- ZOPA Zone of Possible Agreement
- Understanding the other party's needs and leverage
- Planning negotiation tactics and structuring proposals
- Case Study: Pre-negotiation planning in real scenarios

Day 3: Communication, Influence & Persuasion

- Verbal and non-verbal communication in negotiation
- Building rapport and trust

- Techniques of persuasion and influence
- Framing and reframing conversations
- Role-play: Persuasion in buyer-seller negotiation

Day 4: Overcoming Challenges and Complex Scenarios

- Managing conflict, resistance, and objections
- Handling emotions and difficult personalities
- Cross-cultural negotiation considerations
- Multi-party and team negotiations
- Simulation: Negotiating under pressure

Day 5: Applying Negotiation in Real Life

- Integrating learned tools into real-world situations
- Ethics and integrity in negotiation
- Review of key frameworks and tools
- Final simulation: High-stakes negotiation scenario
- Feedback, debrief, and personal action plan development

Registration form on the Training Course: The Art of Negotiation

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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