Global Horizon
TRAINING CENTER

Training Course:
Effective Negotiation, Persuasion and Critical Thinking

19 - 23 July 2026
Amman (Jordan)

Training Course:
Effective Negotiation, Persuasion and Critical Thinking

Training Course code: PC1058 From: 19 - 23 July 2026 Venue: Amman (Jordan) - Training Course Fees: 4200 Euro

Introduction

Successful business alliances require strong negotiation skills, trust, and open communication. Negotiation lies at the heart of every agreement, bargain, or deal, and achieving win/win outcomes is essential for long-term partnerships.

This program provides a structured framework for negotiation, emphasizing the development of persuasion, influence, and critical thinking skills. Participants will learn to build relationships, anticipate challenges, counter negotiation ploys, and develop strategies to achieve mutually beneficial outcomes.

Course Objectives

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

- Develop a strategic framework for analyzing alliances and planning negotiations
- Apply influence and persuasion skills effectively in negotiations
- Build confidence as a trusted and credible negotiator
- Adopt appropriate behaviors for each stage of negotiation to achieve desired results
- Identify and counter common negotiation tactics and ploys
- Prioritize objectives and plan negotiation strategies through critical thinking

Target Audience

This course is designed for:

- Procurement, supply chain, and contract managers
- Project and program managers
- Business development and sales professionals
- Team leaders and executives involved in strategic negotiations
- Professionals aiming to enhance their negotiation, persuasion, and critical thinking skills

Course Outline

Day 1- Developing Alliances

- Understanding strategic alliances and market dynamics
- Culture, perception, and their effect on partnerships
- Building trust through effective communication
- Personality insights in negotiations
- Minimizing communication blockers
- Development review and action planning

Day 2- Influence and Persuasion Skills

- Managing group and individual interactions
- Positive influence of active listening
- Maximizing impact through logic, credibility, and presentation techniques
- Aligning body language and communication style
- Feedback and action planning

Day 3- Negotiation Strategy for Partners and Allies

- Steps in win/win negotiation
- Collaborative bargaining in partnerships
- Understanding and leveraging negotiation power
- Common tactics and countermeasures
- Managing difficult negotiators and barriers
- Ethics in negotiation

Day 4- Advanced Negotiation Skills for Challenging Situations

- Reading signals and informal communication cues
- Recovering from negotiation reversals and errors
- Building a climate of trust and collaboration
- Advanced conversation techniques
- Concentrating on the needs of alliance partners

Day 5- Maintaining Alliances: Critical Thinking for Decision-Making

- Gaining control and utilizing information effectively
- Identifying and testing assumptions
- Problem framing for decision-making
- Decision-making under pressure
- Reviewing strategic alliances and creating a personal action plan

Registration form on the Training Course: Effective Negotiation, Persuasion and Critical Thinking

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

Delegate Information

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Position: .....
Telephone / Mobile: .....
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Company Information

Company Name: .....
Address: .....
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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
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Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.	Fax your completed registration form to: +20233379764	E-mail to us : info@gh4t.com or training@gh4t.com	Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.