



*Training Course:
Mastering Advanced Negotiation and Influence
Strategies*

*24 - 28 August 2026
Casablanca (Morocco)*

Training Course: Mastering Advanced Negotiation and Influence Strategies

Training Course code: LS235622 From: 24 - 28 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725
€ Euro

Introduction

In today's fast-paced, high-stakes business environment, new opportunities may present themselves at any moment, and executives must be prepared to negotiate. Effective negotiation skills can make the difference between a favorable or detrimental outcome for your organization. In this program, you'll learn how to negotiate with influence to achieve more value while maximizing the benefits for your organization.

"Typically, we think of negotiations in the dramatic context of the highest-stakes situations: geopolitical conflicts, corporate acquisitions, or large monetary deals. While negotiations are critical in those instances, we often don't realize that even our most routine daily interactions are negotiations," says Professor John Burrows, the program's Faculty Director.

Objectives

- Gain advanced strategies to negotiate with influence and prepare for success.
- Explore your individual negotiation style and how hidden psychological biases may shape outcomes.
- Learn how cultural and cross-border differences can influence negotiations significantly.
- Understand different strategic choices and interpersonal skills that drive success to create win-win scenarios.

Target Audience

This program is ideal for early and mid-career executives who want to sharpen their negotiation skills for career and organizational growth. Professionals from corporations, associations, nonprofits, startups, and public sector organizations will find this program beneficial.

Outlines

Day 1:

The Power of Influence and Persuasion

- Understanding the role of influence in negotiation.
- Sources of influence: How to leverage personal and positional power.
- The psychology of persuasion: Applying principles of reciprocity, scarcity, and authority.
- Influence strategies to guide negotiations toward desired outcomes.

- Building credibility and trust for effective negotiations.
- Emotional intelligence in negotiation: Managing emotions and reading others effectively.

Day 2:

Psychological and Behavioral Tactics in Negotiation

- Understanding psychological biases and how they shape negotiation behavior.
- Identifying and managing negotiation traps like anchoring and framing.
- Tactical empathy: How to use empathy to influence the other party.
- The importance of active listening and non-verbal communication.
- Negotiation styles and personality traits: Understanding your counterpart.

Day 3:

Strategy in Negotiation

- Steps to achieve a win-win negotiation.
- Collaborative bargaining: Creating value for all parties involved.
- Leverage: What it is and how to use it effectively.
- Common negotiation tactics and how to counter them.
- Managing difficult negotiators and overcoming negotiation barriers.
- Ethics and integrity in negotiation.

Day 4:

Cross-Cultural Negotiation and Global Considerations

- The impact of culture on negotiation dynamics.
- Key differences in negotiation styles across cultures.
- Adapting negotiation strategies to different cultural contexts.
- Case studies on successful international negotiations.
- Managing language barriers and communication styles in global negotiations.

Day 5:

Advanced Negotiation Skills for Complex Situations

- Navigating high-stakes negotiations with multiple stakeholders.
- Listening and responding to informal cues and signals.
- Handling reversals, errors, and unexpected challenges.
- Developing a climate of trust for long-term negotiation success.
- Advanced conversation techniques for complex negotiations.
- Focusing on the needs and goals of alliance partners.

Registration form on the Training Course: Mastering Advanced Negotiation and Influence Strategies

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