



*Conference:  
Advanced Negotiation Skills: Mastering  
Negotiation Skills*

*9 - 13 August 2026  
Istanbul (Turkey)  
DoubleTree by Hilton Istanbul Esentepe*

## Conference: Advanced Negotiation Skills: Mastering Negotiation Skills

Conference code: CO8157 From: 9 - 13 August 2026 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe  
Conference Fees: 6300 € Euro

### Introduction

In today's complex environment, effective negotiation is essential for success. Mastering Negotiation Skills is a five-day course that equips you with strategies to enhance your negotiation effectiveness. Learn to influence others, leverage your natural style, and manage diverse scenarios. Gain tools to add value and turn cultural differences into advantages. Achieve success in any negotiation setting.

### Objectives

- Have a deep understanding of the key analysis of the negotiation process and how to influence others to get more of what you need and want
- Have developed a range of highly effective negotiating skills and strategies that can be used in a range of situation
- Be able to effectively analyze, plan and prepare for every negotiation
- Understand the benefits of controlling and reading body language when influencing others
- Have become a more effective and confident negotiator
- Have enhanced an essential operational, management and leadership skill that will increase your performance on a daily basis

### Target Audience:

- HR professionals involved in recruitment, selection, and employee development
- Personnel managers responsible for workforce planning and employee relations
- Strategic planners and organizational development specialists
- Training and development coordinators and managers
- HR business partners and talent management professionals
- Supervisors and team leaders involved in people management and performance improvement
- Individuals responsible for implementing HR strategies and policies
- Professionals seeking to enhance their skills in managing and developing human capital
- Anyone interested in understanding modern HR practices, workforce strategy, and organizational transformation

### Outlines

#### Day 1: Introduction to Negotiation - The Starting Point for Improvement

- Thinking outside the box

- Positivity & Negativity and its affect on negotiation
- Acquiring a positive attitude to the negotiation process
- Proposal format - simple, focused & logical
- Placing yourself above the competition with your proposal
- The psychology the negotiation - Knowing your opponents driving force
- The feel-good factor
- Questioning & listening techniques

#### Day 2: Understanding Behavioural Style to Negotiate Better

- Knowing and understanding your own behavioral style - keys to how you negotiate
- Negotiation Style Assessment
- Approaches to negotiation
- The "win: win" and why it is misunderstood
- The two distinct approaches to negotiation
- Communication style and the negotiation process
- Adapting to different communication styles
- Negotiation and ethics

#### Day 3: Developing a Strategic Approach to Negotiation

- A strategic approach to negotiation - Distributive negotiation strategies
- BATNA, Zone of Possible Agreement
- Openings, anchors, offers and counter offers
- A strategic approach to negotiation - Integrative negotiation strategies
- Sharing information, diagnostic questions & unbundling issues
- Package deals, multiple offers, and post-settlement settlements
- Knowing and maintaining your sources of negotiation power
- Sales negotiation behavior - a practical approach

#### Day 4: Interests, Planning and Understanding Body Language

- Wants and needs - the importance of identifying needs
- Emotional intelligence and its role in the negotiation
- The importance of body language and non-verbal behavior
- What is body language and how do we accurately read it?
- Understanding thoughts from body language
- How to use your own body language to negotiate more effectively
- Resolving disputes - learning to mediate to create better deals
- Techniques of the mediator - practical mediation skills to help resolve disputes

#### Day 5: Negotiating with Different Nationalities and Cultures

- Face to face negotiation - dealing with different cultures
- British & American
- Japanese & Chinese
- French & German
- Advice for cross-cultural negotiators
- International team negotiation exercise
- Putting negotiation techniques into practice - putting a deal together
- Summary session and questions

## Registration form on the Conference: Advanced Negotiation Skills: Mastering Negotiation Skills

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

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Full Name (Mr / Ms / Dr / Eng): .....  
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### Company Information

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

Full Name (Mr / Ms / Dr / Eng): .....  
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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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