



*Conference:
Advanced Negotiation Skills: Mastering
Negotiation Skills*

*12 - 16 October 2026
Barcelona (Spain)*

Conference: Advanced Negotiation Skills: Mastering Negotiation Skills

Conference code: CO8157 From: 12 - 16 October 2026 Venue: Barcelona (Spain) - 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

Methodology

This is a highly interactive seminar, using a mix of formal presentations, case studies, role-play exercises, self-assessments, presentations and group discussions. The teaching methods used provide an opportunity for delegates to learn, develop and then practice the skills taught using a variety of hands-on exercises that stress participation and that reinforce and build on the comprehensive course materials provided.

Organizational Impact

- Help build organizational capability to add real value through the negotiation process
- Enable better strategic planning and management of the negotiation process leading to the implementation of more stable and workable agreements that protect key relationships
- Increase ability to deal effectively with people both internally within the organization and externally with customers, clients, suppliers and other third parties
- Enhance the ability to assertively claim value in negotiations that increase organizational profits

- Better assessment of what represents a good negotiation outcome through the understanding of core organizational interests
- Enhance the ability to negotiate outcomes that meet or exceed organizational goals

Personal Impact

- Gain an insight into their own natural negotiation style and how to adapt it to have become a more effective negotiator
- Have the skill to think analytically and strategically about the negotiation process
- Learn how to engage in true value-creating collaborative negotiation and enhanced their own personal negotiation skills
- Have developed a range of negotiation strategies and an understanding of when to use them to maximize outcomes
- Gain a valuable understanding of body language and behavioral knowledge which enhance negotiation and broader business communication
- Have enhanced vital leadership, management, and personal skills and gain the confidence to negotiate in a manner that adds real value

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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