Global Horizon
TRAINING CENTER

Training Course:
Mastering Advanced Negotiation and Influence Strategies

2 - 6 November 2026
Madrid (Spain)

Training Course:
Mastering Advanced Negotiation and Influence Strategies

Training Course code: LS235622 From: 2 - 6 November 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 Euro

Introduction

In today's fast-paced and high-stakes business environment, negotiation is a critical leadership capability that directly impacts organizational success. This program, designed by Global Horizon Training Center, equips professionals with advanced negotiation and influence strategies to maximize value, strengthen relationships, and achieve sustainable outcomes.

The program focuses on enhancing participants' ability to negotiate effectively in both formal and everyday situations by understanding psychological dynamics, leveraging influence, and applying strategic negotiation techniques. Through practical applications and real-world scenarios, participants will develop the confidence and skills required to manage complex negotiations and create win-win results.

Objectives

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

- Apply advanced negotiation strategies to achieve optimal outcomes
- Understand personal negotiation styles and manage psychological biases
- Leverage influence and persuasion techniques effectively
- Navigate cross-cultural and international negotiation environments
- Develop collaborative approaches to create win-win solutions

Target Audience

This program is designed for:

- Early and mid-career executives
- Managers and team leaders
- Professionals involved in negotiations and stakeholder management
- Individuals seeking to enhance influence and persuasion skills
- Employees across corporate, public, and nonprofit sectors

Program Outline

Day 1: Influence and Persuasion in Negotiation

- Role of influence in negotiation success

- Sources of power and influence
- Psychology of persuasion reciprocity, scarcity, authority
- Building credibility and trust
- Emotional intelligence in negotiation

Day 2: Psychological and Behavioral Tactics

- Understanding cognitive biases in negotiation
- Managing anchoring, framing, and negotiation traps
- Tactical empathy and active listening
- Non-verbal communication techniques
- Identifying negotiation styles and personality traits

Day 3: Negotiation Strategy and Value Creation

- Principles of win-win negotiation
- Collaborative bargaining techniques
- Leveraging negotiation power effectively
- Handling difficult negotiators
- Ethics and integrity in negotiation

Day 4: Cross-Cultural Negotiation

- Cultural influences on negotiation styles
- Adapting strategies across cultures
- Managing global negotiation challenges
- Communication in international contexts
- Case studies on global negotiations

Day 5: Advanced Negotiation in Complex Situations

- Managing multi-stakeholder negotiations
- Handling unexpected challenges and reversals
- Advanced communication and conversation techniques
- Building long-term trust and partnerships
- Aligning negotiation outcomes with strategic goals

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

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

Delegate Information

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

Company Information

Company Name: .....
Address: .....
City / Country: .....

Person Responsible for Training and Development

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

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.