



*Training Course:
Advanced Negotiation Skills: Mastering
Negotiation Skills*

*13 - 17 July 2026
Casablanca (Morocco)*

Training Course: Advanced Negotiation Skills: Mastering Negotiation Skills

Training Course code: PS1148 From: 13 - 17 July 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

We all operate in an increasingly complex commercial and professional environment that requires us to negotiate on a daily basis not only with customers, clients, suppliers, and contractor but also with managers, fellow employees, and colleagues within our own organization.

“Mastering Negotiation Skills” is a five-day course designed to explain the negotiation process in detail and demonstrate how to use it effectively, giving delegates the negotiation skills and strategies they need to succeed in today’s challenging commercial environment.

In this program you will:

- Improve your effectiveness in negotiations by understanding key negotiation strategies and how to apply them in practice
- Understand how to make the most of your own natural negotiation style
- Develop the skills to influence people more effectively and to control the negotiation table
- Gain the essential tools and knowledge to plan and manage a range of negotiation scenarios
- Enhance your ability to add value through the negotiation process
- Understand different behaviors and attitudes related to different cultures and how to turn them in your favor

Course Objectives

By the end of this program you will:

- 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

This program is designed for:

- Managers and supervisors involved in negotiations with clients, suppliers, and internal stakeholders.
- Sales and business development professionals who regularly negotiate deals and contracts.
- Procurement and purchasing professionals responsible for supplier negotiations and agreements.
- Project managers handling negotiations with teams, vendors, and partners.
- Professionals working in cross-functional roles requiring influencing and negotiation skills.
- Individuals aiming to enhance their communication, persuasion, and negotiation capabilities in a professional environment.

Course 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 counteroffers
- 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 Training Course: 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):
 Position:
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 Personal E-Mail:
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Company Information

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 Address:
 City / Country:

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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