

3-Day Negotiation and Persuasion Course

Aim of programme

This 3-day training course is designed to enhance participants' negotiation skills and confidence by providing strategies and tools for successful outcomes. It focuses on fostering a systematic and strategic approach to negotiation, emphasizing preparation, reframing negotiations as collaborative problem-solving, and building trust-based, long-term relationships that add value at the negotiation table. The course aims to develop a common negotiation language, establish practical frameworks, and equip participants with tools for consistent use. Additionally, it dedicates a full day to persuasion techniques, enabling participants to thoroughly understand decision-making processes, manage resistance, and implement strategies to influence attitudes and approaches effectively.

Target participants

This program is ideal for senior management and anyone looking to refine their negotiation and persuasion capabilities for greater success.

Participants will learn

- How to plan and prepare for a negotiation.
- How to ensure that negotiations are integrative, not distributive.
- How to develop trust and long-term, strategic partnerships
- How to create value at the negotiation table.
- How to create a common language, frameworks and tools that can be used across the organization.

- How to encourage a change in the attitudes and approaches of target audiences.
- How to use the key principles of persuasion.
- How to have a better understanding of why people make the decisions they do.
- How to detect, manage resistance and change mental models.
- How to put in place a systematic and strategic approach to influence.

Day 1

Negotiations Part I - Introduction

- Key Principles of Negotiation (BATNA, ZOPA, Reservation Value)
- Fundamentals & Tools
- Positions vs. Interests
- Perspectives & Information Gathering
- Framing & Anchoring, Contingency
- Exercise 1: Single issue case study (e.g. Hamilton Real Estate)

Negotiations Part II - Preparation

- The 3 Ps
- Parameters
- Preparation Framework
- Mandates Dilemma
- Exercise 2: Multi party negotiation (e.g., Commodity Purchase)

Day 2

Negotiations Part III - Integrative Negotiations

- Integrative (mutually beneficial) negotiations
- Value Creation
- Power structures
- Framing & Anchoring
- Information sharing
- Trading of issues & creating alternatives
- Single issue vs. complex (package deal) negotiation
- Exercise 1– Multi issue case study (e.g. Pacific Sentinel)

Negotiations Part IV - Negotiation Styles & The Role of Emotions

- Thomas Kilman Framework
- Role of Emotions in Negotiation
- Complex Negotiation Practice
- Structure, Process, Framework
- Role of the negotiator, other roles involved
- Exercise 2 - Case Study (Multi Party, Multi Issue)

Day 3

Persuasion Part I - Introduction

- Principles of persuasion (R. Cialdini) & Aristotle (Ethos / Logos / Pathos)
- Importance of Trust & Relationship
- KISS Principle
- Storytelling in Negotiation
- Logrolling

Persuasion Part II - Decision Making

- System 1/2
- Trolley Dilemma
- Kahnemann

Persuasion Part III - Biases

- SEEDS Model

Persuasion Part IV – The Role of Culture

- Hofstede, Meyer (Theory)
-