

**Global Leader in Training**

Management Solutions for Management Development

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## **Advanced Negotiation Skills**

### **Syllabus / Course Outline**

#### **1. Course Description**

This course provides participants with advanced techniques, strategies, and psychological insights required to negotiate effectively in complex business environments. It is designed for professionals who already understand basic negotiation principles and want to elevate their ability to influence outcomes, manage difficult negotiators, and secure mutually beneficial agreements. The program emphasizes real-world scenarios, analytical frameworks, and practical tools suitable for management, operations, procurement, sales, and cross-functional teams.

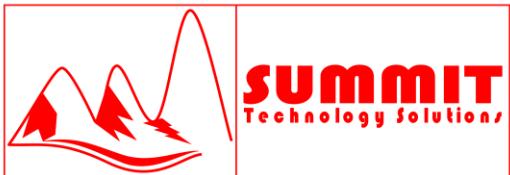
#### **2. Learning Objectives**

By the end of the course, participants will be able to:

- Apply advanced negotiation frameworks to prepare, plan, and execute negotiations.
- Conduct strategic negotiations using data, logic, and emotional intelligence.
- Identify hidden interests, priorities, and leverage points of counterparties.
- Manage difficult negotiators and high-pressure negotiation situations.
- Use influence and persuasion techniques ethically and effectively.
- Build long-term negotiation relationships while protecting organizational interests.
- Develop a structured negotiation plan for real business scenarios.

#### **3. Target Audience**

- Supervisors, Executives, Managers
- Procurement, Purchasing & Supply Chain professionals



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- Sales, Business Development, and Client Managers
- Project, Operations, and Engineering leaders involved in negotiations
- Anyone seeking to enhance negotiation performance in organizational settings

#### **4. Course Outline**

##### **Module 1: Foundations of Advanced Negotiation**

- Revisiting core negotiation principles
- Negotiation styles and strategic approaches
- The psychology of negotiation: cognitive biases & behavioral cues

##### **Module 2: Strategic Negotiation Planning**

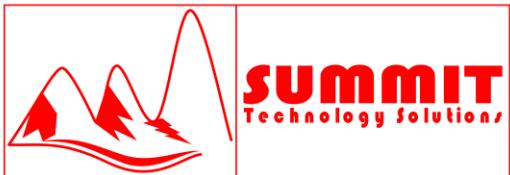
- Defining objectives: BATNA, WATNA, ZOPA
- Information gathering & issue prioritization
- Mapping interests vs. positions
- Creating negotiation value through trade-offs

##### **Module 3: Influence & Persuasion Techniques**

- The science of influence (Cialdini principles)
- Building credibility and trust
- Verbal and non-verbal persuasion strategies
- Controlling the negotiation environment

##### **Module 4: Tactics Used in High-Level Negotiations**

- Advanced negotiation tactics used by professionals
- Time pressure, anchoring, bracketing, and framing



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- Managing aggressive or manipulative tactics
- Ethical boundaries in negotiation

#### **Module 5: Handling Difficult Counterparties**

- Recognizing negotiation personalities and behaviors
- Strategies for conflict-heavy or emotional negotiations
- De-escalation techniques
- Turning confrontation into collaboration

#### **Module 6: Data-Driven Negotiation**

- Using analytics, cost breakdowns, and value metrics
- Presenting data persuasively
- Scenario planning and decision trees
- Negotiating with limited or incomplete information

#### **Module 7: Cross-Functional & Multi-Party Negotiations**

- Negotiating within internal teams
- Aligning stakeholders with conflicting priorities
- Multi-party dynamics and coalition formation
- Complex, high-value negotiation scenarios

#### **Module 8: Closing & Securing Commitment**

- Techniques for closing negotiations confidently
- Ensuring clarity and accountability in agreements
- Post-negotiation review and continuous improvement