

Certified Course
Advanced Negotiation Training
You Win When They Win

This advanced course aims to further the participants' knowledge and refine their skills in the field of negotiation, by mastering a set of tactics and techniques designed to defend them against mischievous opponents and open potential avenues of mutual gains. The course is practical, beginning by assessing the participants' negotiation styles and then building upon them, through group-discussions, real-world exercises and role-plays, case studies and one-on-one coaching.

Content

Session One: Negotiation Styles

Every one of us approaches negotiation in a different way, given our personalities. During this session, we will use the Thomas-Kilmann Instrument to assess the negotiation style of each participant and then proceed to discuss the advantages and limits of each style and how they influence the negotiation process.

Session Two: Tactics

The second session is dedicated to identifying dirty tactics that might be used by our opponents during the bargaining phase and we'll practice a number of defensive actions by using both case studies and role-plays.

Session Three: Golden Bridges

The Chinese military strategist Sun Tzu, who twenty-five hundred years ago wrote a book called *The Art of War*, talked about building your opponent a golden bridge to retreat across. In negotiation that means building a pathway for your opponent to advance towards their goals, in return offering us what we are aiming to. Instead of pushing, only to have our opponent respond by resisting, we lead them in the direction we want them to move.

Session Four: Persuasion – the art of making the others agree with you

The art of persuasion, as described by Robert Chaldini, is fundamental to every professional negotiator. We will practice the 6 principles of persuasion and we will combine them with tactical empathy, a concept and techniques devised by Chris Voss.

Closure Ceremony. Culture, Experience and Negotiations.

4 sessions, 8 hours of effective training, 450 RON/participant; to be organized F2F or online, depending on the requirements of the participants and the pandemic situation at the moment of course inception.

Participants who book in advance both negotiation courses are entitled to a 15% discount on the total price (850 RON global fee).

For enrollment, download the application form, fill it out and send it, together with a copy of your ID card, to muresanu@fspac.ro.