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Learning Style: Virtual Classroom

Technology:

Difficulty: Beginner

Course Duration: 2 Days

Next Course Date: **December 9, 2025**

Strategic Negotiation Skills



About This Course:

Are your negotiation skills helping you close deals — or costing you opportunities?

Research shows that strong negotiation skills can improve contract terms by up to

20% and reduce time-to-agreement by 30%. This Strategic Negotiation course equips you with the mindset, tactics, and frameworks needed to navigate complex negotiations with confidence.

You'll learn how to analyze negotiation contexts, plan strategically, communicate persuasively, and respond effectively to resistance. Through practical scenarios and group exercises, you'll walk away ready to influence outcomes, manage stakeholders, and protect business interests.

Course Objectives:

This course will help you approach negotiation with clarity, confidence, and professionalism. You'll learn how to:

- Prepare thoroughly using best practices and planning tools
- Identify integrative vs. distributive negotiation types
- Develop and evaluate BATNA/WATNA scenarios
- Establish common ground and build consensus
- Manage impasses, emotional triggers, and complex challenges

Audience:

- Professionals involved in internal and/or external negotiations will benefit from this course.

Prerequisites:

- None

Course Outline:

Module 1: Strategic Negotiation Introduction

- Overview of negotiation types
- The science and art of negotiation
- Understanding the three phases

Module 2: Preparation and Planning

- Establishing personal boundaries
- Defining your WATNA and BATNA
- Building a structured negotiation plan

Module 3: Strategic Execution

- Setting time, place, and framework
- Avoiding negative environments
- Agreeing on key issues and maintaining momentum

Module 4: Best Practices and Techniques

- Five steps of successful negotiation
- Knowing what to share and what to withhold
- Top 10 negotiation techniques

Module 5: Managing Challenges

- Identifying impasse and conflict resolution
- Controlling emotions and handling personal attacks
- When to walk away

Module 6: Tools and Consensus Building

- Reviewing decision-making frameworks
- Creating mutual gain solutions
- Reaching agreement and finalizing deals