

# € TRAINING

Negotiation and Persuasion in Finance and  
PR





# Negotiation and Persuasion in Finance and PR

## Introduction:

This comprehensive training program combines essential elements of financial modeling with crucial skills in public relations, negotiation, influence, and persuasion. Participants will gain a holistic understanding of financial concepts while developing the interpersonal skills necessary for effective communication and negotiation.

## Program Objectives:

By the end of this programs, participants will be able to:

- Master financial modeling techniques for strategic decision-making.
- Enhance public relations skills for effective communication and image management.
- Develop negotiation skills to achieve favorable outcomes in various scenarios.
- Understand the psychology of influence and persuasion for impactful communication.
- Integrate financial insights with effective communication and negotiation strategies.

## Target Audience:

- Finance professionals seeking to enhance their negotiation skills.
- Marketing professionals negotiating partnerships or sponsorships.
- Investment bankers and financial advisors improving client negotiations.
- Sales professionals securing deals and contracts.
- Entrepreneurs negotiating for fundraising and partnerships.

## Program Outlines:

### Unit 1:

#### Financial Modeling Fundamentals:

- Interpreting financial statements.
- Analyzing key financial ratios.
- Building dynamic financial models for forecasting.

- Evaluating cash flow projections.
- Conducting sensitivity analysis and scenario planning.

## Unit 2:

### Public Relations Essentials:

- Developing communication strategies.
- Managing public perception.
- Leveraging media channels effectively.
- Crisis communication and reputation management.
- Building and maintaining relationships with stakeholders.

## Unit 3:

### Negotiation Skills Mastery:

- Understanding negotiation theories.
- Practicing negotiation tactics.
- Applying strategies for complex negotiations.
- Enhancing communication and active listening skills.
- Negotiating win-win solutions and resolving conflicts effectively.

## Unit 4:

### Integrating Financial Insights with Communication and Negotiation:

- Using financial data in negotiations.
- Communicating financial information effectively.
- Aligning communication with organizational goals.
- Integrating financial insights into negotiation strategies.
- Developing negotiation approaches tailored to financial contexts.

## Unit 5:

## Influence and Persuasion Psychology:

- Recognizing psychological biases.
- Applying persuasive communication techniques.
- Leveraging principles of influence for positive outcomes.
- Understanding the psychology of decision-making.
- Ethical considerations in using influence and persuasion techniques.