

# € TRAINING

Effective Negotiation With Persuasion and  
Critical Thinking



19 - 23 May 2025  
London (UK)  
Landmark Office Space



# Effective Negotiation With Persuasion and Critical Thinking

REF: C720 DATE: 19 - 23 May 2025 Venue: London (UK) - Landmark Office Space Fee: 5850 Euro

## Introduction:

This conference provides an in-depth exploration of the skills and strategies necessary to develop and maintain effective alliances. Participants will learn to navigate the complexities of negotiation, influence, and decision-making within partnerships. It empowers them to foster trust, communicate effectively, and achieve mutually beneficial outcomes in their professional alliances.

## Conference Objectives:

At the end of this conference, participants will be able to:

- Develop a framework for analyzing current alliances and develop an effective plan and strategy for negotiations.
- Practice and develop skills for influencing others.
- Perform appropriate behaviors for each negotiation stage to deliver results.
- Recognize and counter the most common negotiating ploys.
- Prioritize and plan their negotiation strategy through critical thinking.

## Targeted Audience:

- Personnel from a wide range of business disciplines.
- Delegates wishing to develop negotiation skills in alliance building.
- Delegates who regularly work with external suppliers or customers.
- Departmental Heads requiring to form interdepartmental alliances to achieve results.

## Conference Outlines:

### Unit 1:

#### Developing Alliances:

- Characteristics of a strategic alliance - effects of market dominance.
- Culture and perception - and effects in building alliances.
- Building trust through communication and achieving results for the alliance bearing in mind its "life cycle".

- Personality - strengths & weaknesses in negotiations.
- Minimizing communication blockers to maintain relationships.
- Development review and action planning.

## Unit 2:

### Influence & Persuasion Skills in Managing The Alliance:

- Challenges of meetings - group and individual strategies.
- The positive influence of listening in challenging situations - good and bad news.
- Applying rules of influential presentations to maximize the impact.
- Maintaining compatible body language & using logic, credibility, and passion.
- Feedback and action planning.

## Unit 3:

### Strategy in Negotiation Skills for Partners and Allies:

- Steps in win/win negotiation.
- The keys to collaborative bargaining in partnering.
- Leverage: What it is and how to use it.
- Negotiation tactics and ploys.
- Dealing with difficult negotiators and barriers.
- Ethics in negotiation.

## Unit 4:

### Higher Level Negotiation Skills for Challenging Situations:

- Listening and responding to signals and informal information.
- Recovering from reversals, errors, and challenges.
- Developing a climate of trust.
- Higher-level conversation techniques.
- Concentrating action on the needs of alliance partners.

## Unit 5:

### Maintaining Alliances: Critical Thinking for Decision Making:

- Gaining control and using information - formal and informal.
- Identifying sources and testing assumptions.
- Framing the problem.
- Decision making under pressure.
- Reviewing strategic alliances and building a personal action.