

# € TRAINING

Influence Skills and Developing Negotiation  
Strategies



23 - 27 December 2024  
Madrid (Spain)



# Influence Skills and Developing Negotiation Strategies

REF: M2782 DATE: 23 - 27 December 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

## Introduction:

This training program delves into the advanced strategies of influence and persuasion, equipping professionals with the tools to effectively navigate negotiations. It emphasizes the importance of psychological, emotional, and social dynamics in shaping successful outcomes. It empowers participants to master influence techniques, foster win-win negotiations, and build lasting professional relationships.

## Program Objectives:

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

- Gain a deep understanding of influence and persuasion skills and their importance in achieving personal and professional goals.
- Develop negotiation strategies and enhance their ability to negotiate effectively and professionally.
- Identify different influencing techniques and choose the appropriate method for each situation.
- Improve their ability to handle challenging situations and issues during negotiations.
- Apply strategic and creative thinking throughout the negotiation process.

## Target Audience:

- Managers and leaders responsible for guiding teams and negotiating with partners and clients.
- Sales and marketing professionals who need strong persuasion skills to influence customers and achieve positive results.
- Employees who interact with the public and colleagues and wish to improve their communication and influence skills.
- Entrepreneurs and business owners who require effective negotiation skills to establish successful partnerships.

## Program Outlines:

### Unit 1:

#### Foundations of Influence and Persuasion:

- Introduction to influence and persuasion skills.

- Understanding the psychological and social factors of influence.
- Audience analysis and identifying their needs and desires.
- The role of emotional intelligence in persuasion.
- Techniques for building credibility and trust with stakeholders.

## Unit 2:

### Mastering Influence Techniques:

- Influence techniques and selecting the right approach for each situation.
- Enhancing verbal and non-verbal communication skills.
- Using stories and examples to influence the audience.
- The power of active listening in influencing others.
- Adapting communication styles to different audiences.

## Unit 3:

### Strategic Negotiation Principles:

- Principles of negotiation strategies.
- Situation analysis and negotiation preparation.
- Handling conflicts and obstacles during the negotiation process.
- Understanding negotiation styles and their impact on outcomes.
- Techniques for building rapport and fostering collaboration.

## Unit 4:

### Creative Problem Solving in Negotiation:

- Developing creative and flexible solutions during negotiations.
- Team negotiations and managing conflicting interests.
- Responding to strong negotiation tactics and controlling negotiation dynamics.
- The importance of patience and persistence in negotiations.
- Evaluating outcomes and learning from negotiation experiences.

## Unit 5:

### Achieving Win-Win Outcomes:

- Win-win negotiations and building long-term relationships.
- Strategies for closing deals and handling approvals or rejections.
- Reviewing and evaluating influence and negotiation skills and creating a plan for future improvement.
- Maintaining relationships post-negotiation for future collaboration.
- Identifying and leveraging negotiation power dynamics.