

€ TRAINING

Negotiation and Communication Skills



13 - 24 October 2025
Munich (Germany)



Negotiation and Communication Skills

REF: Q2941 DATE: 13 - 24 October 2025 Venue: Munich (Germany) - Fee: 7950 Euro

Introduction:

Negotiation and communication skills are vital tools for achieving success in personal and professional environments. These skills contribute to building strong relationships and attaining mutually satisfactory outcomes for all parties involved. This training program offers a comprehensive framework to enhance participants' negotiation abilities, from analyzing negotiation scenarios to employing innovative strategies for influence and persuasion.

Program Objectives:

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

- Explore the fundamentals of negotiation and its key components.
- Develop effective negotiation strategies for different environments.
- Enhance communication skills to build productive relationships.
- Manage and resolve conflicts professionally.
- Effectively use persuasion and influence techniques in negotiation and communication.

Target Audience:

- Executive managers and team leaders.
- Sales and customer service personnel.
- Public relations and media professionals.
- HR professionals and business negotiators.

Program Objectives:

Unit 1:

Introduction to Negotiation Skills:

- Definition and importance of negotiation in personal and professional life.
- Fundamental principles of successful negotiation.
- Differences between competitive and collaborative negotiation.

- Analyzing the parties involved in the negotiation process.
- Ethics in negotiation and their impact on outcomes.

Unit 2:

Negotiation Styles and Strategies:

- Identifying different negotiation styles.
- Choosing the appropriate strategy for each negotiation scenario.
- Using "win-win" strategies to achieve mutual benefits.
- Analyzing negotiation situations and making suitable decisions.
- Evaluating the influence of culture and context on negotiation.

Unit 3:

Effective Communication Skills in Negotiation:

- Essentials of effective communication in negotiation.
- How to build trust and foster relationships with other parties.
- Active listening and understanding diverse perspectives.
- Improving body language and its impact on outcomes.
- Using questioning techniques to gather information.

Unit 4:

Art of Persuasion and Influence:

- Persuasion strategies used in negotiation.
- Using evidence and arguments to support positions.
- Emotional dynamics and their impact on negotiation.
- Building strong arguments for negotiation positions.
- Applying psychological influence and persuasion techniques.

Unit 5:

Negotiation Planning and Preparation:

- Importance of pre-negotiation preparation.
- Analyzing needs and objectives of involved parties.
- Methods for gathering information and preparing for potential scenarios.
- Defining boundaries and values in negotiation.
- Developing a clear plan to achieve objectives.

Unit 6:

Conflict Management and Problem Solving:

- Identifying causes of conflict in negotiation.
- Effective conflict management techniques.
- Negotiation techniques for innovative conflict resolution.
- Managing psychological pressures and emotions during conflicts.
- Enhancing understanding and collaboration between parties.

Unit 7:

Negotiating in Diverse Environments:

- Handling negotiations in different cultural contexts.
- Negotiation skills in the workplace.
- Negotiating with suppliers and business partners.
- Strategies for crisis and emergency negotiations.
- Utilizing technology in remote negotiations.

Unit 8:

Measuring and Evaluating Negotiation Performance:

- Identifying key performance indicators in negotiation.
- Reviewing and analyzing negotiation outcomes.
- Pinpointing strengths and weaknesses in the negotiation process.

- Using evaluations to improve future performance.
- Providing feedback to the negotiation team.

Unit 9:

Innovation in Negotiation and Communication Techniques:

- Modern strategies for negotiation in dynamic environments.
- Using emotional intelligence to improve negotiation relationships.
- Fostering innovation and creativity in negotiation management.
- Applying critical thinking techniques in negotiation.

Unit 10:

Future Negotiation Strategies:

- Evolution of negotiation in dynamic environments.
- Exploring modern trends in negotiation science.
- Impact of advanced technology on negotiation techniques.
- Future theories on the role of artificial intelligence in negotiation.
- Assessing future challenges and opportunities in global negotiation settings.