informatech

INTERPERSONAL SKILLS AND SELF DEVELOPMENT | COURSE

ILM Recognized Win-Win Negotiation Skills

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Course content

Why Attend

Negotiation is part of our daily lives. Every day we negotiate with customers, suppliers, co-workers, business associates and family members. Negotiation is a method by which people settle di erences. It is, to put it simply, the process of trying to get what you want from another person. Too often, business negotiations are limited to a battle over price. While price is of course important, this single-mindedness limits the total value that the parties could benefit from in a partnership. In this negotiation training course, you will gain insight into the habits of good negotiators as you build your own skills. Through a series of group exercises, you will be able to learn and practice proven negotiation tactics, refine your personal negotiating style, and improve your ability to negotiate successfully and e ectively in any situation.

In this course, participants are exposed to a mixture of interactive and cooperative learning techniques such as lectures and presentations, interactive exercises, games, group activities and role plays.

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

• Compare and contrast between the integrative and the distributive types of negotiations

• Evaluate and assess the soft, hard and principled styles in negotiation

• Identify and assess personality styles in negotiation

• Distinguish between the four phases of negotiation

• Examine and apply the different negotiating tactics

• Discover the best approach to resolving conflict and building trust

• Plan and conduct effective negotiations as part of a negotiating team

This course is designed for executives, managers, professionals, salespeople, entrepreneurs, customer service representatives, and anyone who wishes to enhance their negotiation skills and make negotiations a more enjoyable, rewarding and effective part of their job.

• Influencing others

• Rapport building

• Trust building

• Building consensus and cooperation

Course content

Why Attend

- Verbal and non-verbal communication
- Conflict management

Course outline

Introduction to basic negotiation skills

- The many faces of negotiation
- Why do we need to negotiate?
- Negotiation philosophies
- Distributive bargaining
- Integrative bargaining
- Integrative versus distributive bargaining
- Negotiation outcomes
- Negotiation behaviors
- Soft and hard bargaining
- Tit-for-tat bargaining
- Principled negotiation
- Persuasion versus negotiation

Negotiation and personality styles

- Characteristics of a good negotiator
- Negotiation styles
- Analyzing personality styles using the DiSC profile
- Why DiSC?

Course content

Course outline

- Characteristics of a D, i, S, and C
- Communicating with a D, i, S, and C
- Behavioral style summary

Essentials of negotiation

- The four phases of negotiation
- Plan/prepare
- Discuss/debate
- Propose/bargain
- Close/deal/no deal
- Negotiation check list, dos and don'ts
- Choosing when to walk away
- Best alternative to a negotiated agreement (BATNA)
- Negotiation planning, preparing, and power

The seven pillars of negotiation wisdom

- Interest
- Options
- Alternatives
- Legitimacy
- Communication
- Commitments
- Relationships
- Assessing the source of negotiating power

Course content

Course outline

• Altering the balance of power

Negotiation strategies, tactics and trust building

• Thirteen basic negotiation tactics

• Negotiation mistakes to avoid

• Dealing with difficult negotiators

• Trust-building

• Ranking the 10 trust-building behaviors in negotiations

Seminar dates

Available seminar dates

Live dates and pricing for ILM Recognized Win-Win Negotiation Skills generated from the course details page.

Date	Location	Format	Fee
20 - 24 July 2026	Frankfurt - Germany	Classroom	**€3,250.-**
3 - 7 August 2026	Rome - Italy	Classroom	**€4,250.-**
7 - 11 September 2026	Kuala lumpur - Malaysia	Classroom	**€2,250.-**
12 - 16 October 2026	Barcelona - Spain	Classroom	**€3,850.-**
9 - 13 November 2026	London - U.K	Classroom	**€4,200.-**
14 - 18 December 2026	Munich - Germany	Classroom	**€3,450.-**

Live online option	Online delivery is available at €1,850.-.