

Theme: Negotiation

Course: **SOFT SKILLS FOR HARD NEGOTIATIONS**

General information

◆ Aim of the course

To be able to create value in difficult negotiations, adopt the relevant tactics, and adapt their behaviour.

◆ Learning goals

- Convert a purchasing strategy in negotiation points
- Exchange value and create value gains for both negotiating parties
- Build a tactic
- Customise the behaviour to the intended tactic.

◆ Audience

All professionals involved in complex negotiations.

◆ Prerequisites

- A good command of English or French
- Have the necessary [technical equipment](#) to follow online courses.

◆ Learning mode & pedagogy

- 1) **Theoretical e-learning** through individual self-paced sessions. This first step has to be considered as the essential pre-work for:
- 2) Learning **application in online group classes**. Participants use actively their knowledge and put it into practice in workshops, role-plays, case studies, presentations and debates.

Theoretical learning content - Estim. duration: 3 hrs

8 e-modules:

1. Value Exchange in Negotiation

Draft the value exchange expected by using the comb

2. Conceding & Obtaining Value

Creating value through clever concessions,
Aligning the values of exchange between the 2 parties

Building Tactics: 3 parts

3. Offensiveness in Negotiations

Define your offensiveness on each negotiation point, by comparing its criticality for both parties,
See how a BATNA can change your offensiveness

4. Time & Team Management in Negotiation

Manage Time: adapt the speed & length of your negotiation,
Manage Team: adapt the composition of your negotiating team

5. Behaviours in Negotiation

Have tact: adjust your behaviour according to the situation,
Manage postures in the negotiation

Behaviours in Negotiation: 3 parts

6. Understanding the nature of behavioural reflexes

7. Why NLP? - Typologise behavioural reflexes in 4 types - Discover verbal-vocal-body reflexes.

8. Detecting the dominating/seducing/evaluating/avoiding reflexes in the verbal & body language.

Programme of the trainer-led classes | 3,5 hrs x 4

I. Negotiating value

& behaviour needed for the value objective

- Negotiation role-play & debriefing: Value objective & tactics
- Discussions:
 - Value exchange, value creation, ZOPA/MDO/LAA
 - Concessions & counterparts, value claiming, and anchoring
- Workshop on negotiation cases
- Trainer's synthesis of the course



Date of first - last class::

In **English**: 18 November - 16 December 2025

In **French**: 17 November to 15 December 2025

II. Negotiation styles

- Negotiation role-play & debriefing: tactics & styles:
- Lecture on models of tactics & influencing styles
- Workshop based on complex cases & presentation
- Practice: participants self-reflect on questions to assess their profile
- Trainer's conclusion

III. Influence in negotiation

- Discussion on emotional intelligence & emotional styles
- Role-play on Influence in negotiation:
 - Negotiation in front of stakeholders
- Diagnosis: the "goods & the bads" of the previous exercises
- Discussions & brainstormings on:
 - Communication opportunities in negotiation
 - The importance of questioning & listening during a negotiation
- Practice: participants reflect on an assessment of their profile
- Trainer's conclusion.

IV. Intercultural negotiations & Negotiator personal profile

- Role-play on intercultural negotiations:
 - Cultural gaps and their impacts on the negotiation outcome
 - The intercultural theory
- Discussions:
 - Variety of negotiator profiles & Compatibility level of profiles
 - The model to prepare and lead a negotiation
- Participants' feedback on the course & trainer conclusion