



Effective Negotiation, Persuasion and Critical Thinking



23 - 27 March 2025



Casablanca (Morocco)

# Effective Negotiation, Persuasion and Critical Thinking

course code: C8256 From: 23 - 27 March 2025 Venue: Casablanca (Morocco) - course Fees: 3700 Euro

## The Conference

Alliances in business are a natural route for development – but not all contracting relationships can truly be seen as alliances. A good, trusting and open relationship is essential for a long-term and successful alliance – and this needs to be practiced by the negotiators involved.

Negotiation is inevitably at the heart of the every process to achieve what you want, whether in an agreement, bargaining for an item or closing a deal. At the end of each negotiation, the goal is to seek a win/win outcome – an essential characteristic of long-lasting alliances.

This seminar provides an essential framework for effective negotiation — which will be vital for building and exploiting an alliance - from building the relationship, critical thinking to prioritize goals (and awareness of possible ploys you may encounter along the way).

## The Goals

### *At the end of the seminar, you will have:*

- Developed a framework for analyzing current alliances and developed an effective plan and strategy for negotiations
- Practiced and developed skills for influencing others
- Gained confidence as a trusted negotiator
- Adopted appropriate behaviours for each negotiation stage to deliver results
- Successfully applied the principles of persuasion to any negotiation situation
- Recognized and countered the most common negotiating ploys
- Prioritized and planed your negotiation strategy through critical thinking

## The Process

The seminar combines presentations with interactive practical exercises, supported by activities and case studies. Delegates will be encouraged to participate actively in relating creative leadership strategies to the particular needs of their workplace.

## The Results

This seminar will help delegates to make an impact in the workplace for negotiating the best possible terms of an agreement for mutual benefits of the “alliance partners”.

This seminar will enhance delegates understanding of Negotiation, and Influence to help them become more effective negotiators for long-term relationships and beneficial agreements.

## The Core Competencies

### *Participants will develop the following competencies:*

- Appreciate how an alliance can prosper from constructive relationships

- Discover how to effectively persuade and influence others
- Learn to apply the key elements of influence
- Utilize various communication skills to send convincing messages
- Be more knowledgeable of the communication styles of others
- Critical thinking to identify key objectives and results desired from the negotiation process

## **The Conference Content**

### ***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
- Minimising communication blockers to maintain relationships
- Development review and action planning

### ***Influence & persuasion skills in managing the alliance***

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

### ***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

### ***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

### ***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 personal action

