COURSE BROCHURE

Negotiation and Influence Skills

An applied course that builds the ability to prepare and conduct negotiations and to influence others, reaching agreements that serve interests and protect relationships.

Code	HT-MGT-108
Category	Management & Leadership
Duration	1 week
Level	Intermediate
City	Amsterdam

Introduction

Managers negotiate all day, with clients, suppliers, other departments and even their own teams, and often settle for less than they should because they walked in unprepared or without understanding the other side's interests.

Objectives

- Distinguish positional from interest-based negotiation
- Prepare a complete negotiation plan before any important meeting
- Create joint value and manage concessions wisely
- Handle pressure tactics and difficult counterparts calmly
- Influence colleagues and other departments without relying on formal authority

Who should attend

- Managers and heads of department
- Procurement and contracts officers
- Sales and business development managers
- Project managers working with multiple parties

Skills you will develop

- Negotiation preparation
- Value creation and concession trading
- Persuasion and influence
- Handling difficult negotiations

Learning Outcomes

- Prepare a written negotiation plan setting out interests, alternatives and walk-away point
- Conduct a full negotiation round in simulation and analyze the result
- Build a multi-issue offer package instead of bargaining over a single term
- Develop an influence plan to win internal stakeholder support for a specific proposal

Course Outline

Day 1: Negotiation Fundamentals

- Distributive and integrative negotiation

- Negotiating on interests, not positions
- Personal negotiation styles and their effect on outcomes

Day 2: Preparing to Negotiate

- BATNA and the walk-away point
- The zone of possible agreement (ZOPA) and setting targets
- Building the negotiation plan and issues matrix

Day 3: Conducting the Negotiation

- Opening, first offers and the anchoring effect
- Creating value and trading conditional concessions
- Closing, drafting the agreement and following up

Day 4: Difficult Situations

- Recognizing and responding to pressure tactics
- Handling deadlock and hostile counterparts
- Cultural differences in negotiation styles

Day 5: Influence Without Authority

- Principles of persuasion and their ethical use
- Mapping influencers and building coalitions inside the organization
- Applied project: preparing a real negotiation from the participant's work and running it in a scored simulation

Training methodology

Paired and team negotiation simulations of increasing difficulty
Negotiation preparation sheets used in every exercise
Video review and debrief of negotiation rounds
Case analysis from public-sector and commercial settings

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Amsterdam	14 – 18 June 2027	AR	EUR 5,500

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/negotiation-influence-skills