




NEGOTIATION – Negotiation conduct

Beginner	Available languages:   	Fee: € 450
e-Module titles	Objectives	Content
NEGOTIATION COMMUNICATION (3): CONDITIONING	This module aims at being able to manage some negotiation best practices (such as listening, building arguments, concluding...): - understanding what conditioning is, how it works & the benefits it brings to the negotiation	1. Introducing conditioning in negotiation 2. Understanding conditioning 3. How to condition 4. Leveraging conditioning
NEGOTIATION COMMUNICATION (6): CREDIBILITY & IMPRESSIONS	This module aims at being able to manage some negotiation best practices (such as listening, building arguments, concluding...): - understanding the relationship between 1st impressions & credibility - understanding the impact of 1st impressions on negotiating	1. Credibility & first impressions 2. Being credible when negotiating 3. The impact of 1st impressions on negotiating
NEGOTIATION COMMUNICATION (7): LISTENING	This module aims at being able to manage some negotiation best practices (such as listening, building arguments, concluding...): - listening to collect & process information, and to create a relationship - best practices of listening - benefits of the different types of listening	1. How we retain information 2. What is listening and what to listen for 3. How to listen 4. Active listening in negotiating
NEGOTIATION COMMUNICATION (8): CONCLUDING	This module aims at being able to manage some negotiation best practices (such as listening, building arguments, concluding...): - understanding the conditions to close a deal - identifying the best practices when closing a negotiation, including the deal implementation & follow up	1. Closing a negotiation – with or without a deal 2. Best practices to close a deal 3. Implementing the deal & analysing your performance
3 BASIC TYPES OF ARGUMENTS	This module aims at being able to manage some negotiation best practices (such as listening, building arguments, concluding...): - identifying the 3 types of negotiation arguments: factual, emotional, rational	1. The 3 types of arguments: - Factual - Emotional - Rational
FACE-TO-FACE & POST NEGOTIATION	This module aims at being able to manage some negotiation best practices (such as listening, building arguments, concluding...): - identifying & structuring the face-to-face process of the negotiation - understanding the 2 steps of the post-negotiation process	1. The face-to-face process 2. Positional vs Principled negotiation 3. The main types of negotiation 4. Post negotiation