Strategic Negotiation in Business Practice

Course code: KORSVOP

The training focuses on developing negotiation skills in both business and workplace situations. Participants will learn how to prepare for negotiations systematically, how to identify the interests and motivations of the other party, and how to lead negotiations toward a mutually acceptable outcome.The program includes working with the psychology of negotiation, adapting communication to different personality profiles and negotiation styles. Participants will practice how to respond to pressure, how to handle arguments and objections, and how to use principles of influence when seeking agreement.The training is based on practical situations from business practice and provides participants with tools they can immediately apply when negotiating with clients or business partners.

Who is the course for

The training is suitable for anyone who conducts negotiations with clients, business partners, or colleagues in their work.

- salespeople and account managers
- key account managers
- specialists dealing with clients or partners
- project managers
- anyone who wants to strengthen their negotiation skills

The main emphasis is on negotiation in a business environment.

What we teach you

- how to systematically prepare for negotiations
- how to identify the true interests and motivations of the other party
- how to adapt the negotiation style to different personality profiles
- how to work with arguments, objections, and pressure during negotiations
- how to use principles of influence when seeking agreement
- how to handle challenging negotiation situations
- how to reach agreements that support long-term cooperation

Teaching materials

Gopas guide book for this course.

Course outline

- The role of negotiation in business and workplace situations
- Preparation for negotiation – goals, strategies, and negotiation scenarios
- Psychology of negotiation and working with emotions during discussions
- Personality profiles and negotiation styles
- Adapting communication to different types of partners
- Principles of influence during negotiation
- Working with arguments, objections, and pressure from the other party
- Practical training of negotiation situations
- Reflection and transfer into everyday practice

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