

NEGOTIATION MASTERCLASS

NAVIGATING HIGH-STAKES NEGOTIATIONS



Format
Live virtual



Length
2 x 3,5 h



Fee
790 €



Focus
100% real-world

OVERVIEW

The **NEGOTIATION MASTERCLASS** is designed for executives across various corporate functions who have fundamental experience with difficult negotiations and want to improve their tactical skills.

Participants will learn hands-on approaches for preparing and conducting high-stakes negotiations with key partners, setting up a negotiation team, as well as applying proven strategies for building long-term relationships.

KEY BENEFITS

- Sharpen personal negotiation skills with tactical finesse
- Implement a successful roadmap for complex deals
- Apply field-tested techniques
- Drive value creation in your organization
- Increase your negotiation team performance
- Influence key stakeholders
- Best-practice-sharing

CONTENT

1. Tactical preparation & the right mindset
2. Negotiation process - agenda setting
3. Opening moves - build rapport & use framing techniques
4. Analysis of your counterpart - Employ active-listening skills & questioning techniques
5. Effective dialogue - create a window of opportunity & master difficult situations
6. Negotiation teams - define clear roles & conduct internal briefings
7. Transfer into practice

WHO SHOULD ATTEND

Executives engaged in regular negotiations in both large and small companies:

- Board members
- Family businesses
- Founders (Start-ups)
- HR professionals
- Legal advisors
- M&A experts
- Procurement specialists
- Project leaders
- Sales Managers, KAM

APPROACH

The live virtual format delivers a rich experience allowing you to engage with real-live cases and negotiation simulations to create an interactive learning journey.



"Through a highly interactive and customized approach, I empower participants the most effective negotiation techniques and provide them the skills to master critical situations with more confidence."