

Certificate in Advanced Negotiation Techniques



Advanced Negotiation Techniques

“People faced with upcoming negotiations often seek advice. Invariably, many if not most of their questions have a tactical slant: ... Should I make the first contact? ... Make the first offer? Start high? Concede slowly? Settle the easy issues first? Act conciliatory, though, threatening, or as a joint problem-solver? Arrange for a hard-hearted partner? Look for self-serving rationales or objective principles? ...”

(from W. Breslin, J. Rubin, Negotiation Theory and Practice)



About this course

Global (B) boasts extensive expertise in honing negotiation skills. With a track record spanning over three decades, we've coached professionals across various fields including politicians, managers, lawyers, high-ranking civil servants, European Union specialists, diplomatic personnel, and ambassadors.

Drawing from this wealth of experience, we've crafted a unique distance learning Certificate in Advanced Negotiation Techniques tailored for EU trainees.

Specifically designed to elevate your bargaining prowess within competitive, multicultural contexts, the curriculum delves deep into practical applications of cutting-edge negotiation strategies and tactics. We draw inspiration from esteemed sources like the Harvard Negotiation School, the Oxford Negotiation Program or Karras (a renown consulting firm for Fortune 500 executives), alongside insights from entrepreneurs, EU officials, ambassadors, and politicians.

Our hands-on approach ensures participants gain invaluable insider knowledge through immersive case studies. Covering pivotal aspects such as conflict resolution, power dynamics, impasses, leveraging, and concessions, our curriculum promises to reshape your understanding of negotiation processes profoundly.

The best way to describe the programme is to quote alumni:

"...very valuable and useful guidelines ... you definitely have a head start against people who don't master these techniques ... it changed my perspective ...the examples and case studies are illuminating"

To secure bargaining skills is key to one's career. More than 94% of our alumni indicated this course definitely provided an immediate return on their investment.

Participants are awarded the Certificate in Advanced Negotiation after writing a short paper (i.e.an interview with a diplomat).

The curriculum

“There is a misconception that what you don’t know can’t hurt you. In negotiating, what you don’t know can kill you”

from Acuff (F), How to negotiate anything with anyone in the world.

Realistically setting and achieving your targets
Opening offers
Dominating the talks by setting and controlling the agenda
The different negotiation modes (cooperative, competitive, personal, institutional, organisational)
Defensive and offensive strategies, how and when to use them
Strength and weakness from negotiation teams
The power of informal talks
Package deals
The inside-out tactic
Using deadlines: when and how
How to act on ultimatums
The low profile approach: using the other side’s objectives to attain your goals
The high profile approach: dangers and advantages
Beware of assumptions
How flexible can you be?
The art of concession making
List of powerful and persuasive arguments
Shifting power relations
Personal versus institutional negotiations
Internal versus external negotiations
Group to group negotiations
Divide and rule: looking for allies and using them
Variations to the good/bad cop tactic
How to change the « rules » to get what you want
Walking away and going back without losing face
BATNAs, the basis of every bargaining

How to handle deadlocks
Dealing with unreasonable demands and threats
Managing conflicts
Persuasion techniques
Risk taking and authority
How to handle and use “escalation” to your advantage
Building up arguments: the danger of overselling
Power related issues: legitimacy by using facts, statistics, expert reports
Dealing with different negotiation cultures/personalities
Keeping the initiative
Managing a crisis
Insecure contracts, keys to consistent and lasting deals
Tactics : the auction and reverse auction, the disarmament tactic, the “must do better” tactic, the multi-step procedure, “no manoeuvrability”, ...
Perfect timing : when and how to effectively close the deal
Techniques that neutralize surprises or "ambushes" from the other side
Read your opponent like a book, unveil hidden meanings in conversations, and analyse your opponent's nonverbal behaviour
The win-win approach
Post settlement negotiations
Setting up a negotiation data base
Case studies and examples from entrepreneurs, top politicians, high ranking EU officials and diplomats.

Distance Learning

This remote program provides the flexibility to seamlessly combine the Certificate in Advanced Negotiation Techniques with your professional activities or an internship.

Participants can study remotely and progress through the course at their convenience over a period of two to five months. The comprehensive curriculum features a wealth of real-world examples and case studies, offering valuable insights into the most current and effective negotiation strategies used by top professionals worldwide. Throughout the program, participants benefit from ongoing support provided by a dedicated team of experts who are readily available to guide and assist at every stage.



About us

Global organizes high level trainings for executives and senior EU civil servants with top experts from leading European business schools such as London Business School, Insead, Cambridge, IMD Lausanne, Oxford or London School of Economics. (see www.globalmagevents.com)

Subject matters include leadership, strategy implementation, digital strategy, people management and advanced negotiation.

We also proposes a unique free business magazine featuring articles from the world's most prestigious business schools: Harvard, Wharton, Yale, Cambridge, HEC Paris, Stanford, IMD Lausanne, Oxford, London Business School, Berkeley, University of Chicago, Tuck, Georgetown ... Go for your free subscription to <http://www.globalbusmag.com/>

Global, Steilvoordehof 2, 9070 Heusden, Belgium, info@globalbusmag.com or call Dr. Pierre Heyndrickx, Director, at 0479 86 65 57 (1-6pm)



Inscription form

Send this form by mail to info@globalbusmag.com

All cancellations must be sent within 7 working days after inscription by registered post or inscription fee will otherwise be charged. Tuition fee has to be transferred within 7 days after inscription on account number IBAN code BE05 123-6800224-75; BIC code : CTBKBEBX.

Inscription fee includes *all* courses and reading material. The course will be sent to you by email after transfer of your tuition fee. Any dispute the present contract might give rise to false within the exclusive competence of the court of Gent-Belgium. The Belgian law shall apply.

Inscription fee : € 685 (incl. 6% vat).

Trainees: € 485 (incl. 6% vat).

Name, first name :

Date and place of birth :

Nationality :

Permanent Address :

Tel; (mobile) :

e-mail :

Profession :

Diploma :

Signature,

Date,

Global, Steilvoordehof 2, 9070 Heusden, Belgium tel. +32 (0)479 86 65 57 (2-6pm !), fax +32 (0)9 224 49 73, VAT BE 0600902330, account N° IBAN BE05 123-6800224-75, info@globalbusmag.com