COMMUNICATION

Negotiation and Persuasion

Understand interests behind positions and negotiate a prepared, ethical agreement.

8 sessions × 60 minutes · 8 hours · 770 AZN. Prices may change depending on current conditions.

Who is it for

For professionals who want to develop skills in communication and apply their learning at work.

By the end you will be able to

- Write goals, best alternative (BATNA) and boundaries before a negotiation.
- Separate positions from interests and ask clarifying questions.
- Justify options, concessions and agreement terms.

Practical assignments

- Interests and BATNA preparation sheet.
- Two price negotiation role plays.
- Written summary of agreement terms.

Session plan

01 Preparing for negotiations

02 Analysing positions and interests

03 BATNA

04 Questioning strategy

05 Argumentation

06 Working with opposing arguments

07 Price negotiation

08 Final negotiation simulation

Final practical output

Preparation map, options and final simulation for a chosen negotiation.

Assessment and feedback

Simulation feedback covers preparation, interest discovery, truthful arguments and clarity of agreement.

Training format

Live online via Zoom / Google Meet. 1 participant + 1 trainer. Schedule agreed together.

Topic references

Harvard Program on Negotiation — introductory negotiation simulations: https://www.pon.harvard.edu/daily/teaching-negotiation-daily/teaching-the-fundamentals-the-best-introductory-negotiation-role-play-simulations/

References inform the topics; AİTM does not claim accreditation by these organisations.

Contact and enrolment
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