Advanced Negotiation Skills

Protect value. Control outcomes. Close with confidence.

Negotiation is where margin is made or quietly lost. This two-day, onsite programme gives your people the structure, judgement, and confidence to negotiate effectively in high-stakes business situations.

Why Run This Course?

Most organisations negotiate every day, yet few do it consistently well.

This programme replaces instinct with structure. It equips your people to protect value, challenge assumptions, and close better deals. The result is stronger agreements, fewer surprises, and measurable commercial gains. If negotiations matter in your business, this course pays for itself fast.

What This Course Delivers

Participants will be better able to:

- Analyse negotiation situations to identify leverage, risk, and trade-offs
- Plan negotiations with clear objectives, limits, and fallback positions
- Use influence, questioning, and concessions with discipline
- Handle pressure tactics, objections, and last-minute demands
- Close agreements that are clear, robust, and commercially sound

Programme Highlights

Day One – Strategy and Commercial Control

- The principles used by high-performing negotiators
- Setting firm boundaries early
- Managing contracts, change requests, and scope creep
- Discovery, BATNA, ZOPA, and negotiation planning
- Live role-play: The Discovery Meeting

Day Two – Influence and Closing

- Negotiation style and assertive communication
- Saying “no” without burning bridges
- Countering common negotiation tactics
- Structuring proposals and trading concessions
- Live role-play: The Resolution Meeting
- Personal action planning for live deals

Organisational Benefits

- More consistent negotiation behaviour across teams
- Fewer disputes caused by unclear agreements
- Stronger commercial discipline and decision-making
- Improved confidence with clients, suppliers, and stakeholders

Personal Benefits

- Greater confidence in difficult conversations
- Clear frameworks for preparation and control
- Practical tools that work immediately
- Stronger authority when negotiating cost, scope, and time
- The ability to negotiate firmly and professionally

Format

- Two days, on-site and in-house
- Highly interactive, business-focused simulations
- Practical tools and take-away frameworks
- Delivered by **Graham Roberts-Phelps**