



INTERPERSONAL SKILLS AND SELF DEVELOPMENT

ILM Recognized Win-Win Negotiation Skills

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Negotiation is part of our daily lives. Every day we negotiate with customers, suppliers, co-workers, business associates and family members. Negotiation is a method by which people settle differences. It is, to put it simply, the process of trying to get what you want from another person. Too often, business negotiations are limited to a battle over price. While price is of course important, this single-mindedness limits the total value that the parties could benefit from in a partnership. In this negotiation training course, you will gain insight into the habits of good negotiators as you build your own skills. Through a series of group exercises, you will be able to learn and practice proven negotiation tactics, refine your personal negotiating style, and improve your ability to negotiate successfully and effectively in any situation.

Why Attend

In this course, participants are exposed to a mixture of interactive and cooperative learning techniques such as lectures and presentations, interactive exercises, games, group activities and role plays.

Who Should Attend

This course is designed for executives, managers, professionals, salespeople, entrepreneurs, customer service representatives, and anyone who wishes to enhance their negotiation skills and make negotiations a more enjoyable, rewarding and effective part of their job.

— Learning Objectives

- Compare and contrast between the integrative and the distributive types of negotiations
- Evaluate and assess the soft, hard and principled styles in negotiation
- Identify and assess personality styles in negotiation
- Distinguish between the four phases of negotiation
- Examine and apply the different negotiating tactics
- Discover the best approach to resolving conflict and building trust
- Plan and conduct effective negotiations as part of a negotiating team

Course Outline

DAY
1

Introduction to basic negotiation skills

- The many faces of negotiation
- Why do we need to negotiate?
- Negotiation philosophies
- Distributive bargaining
- Integrative bargaining
- Integrative versus distributive bargaining
- Negotiation outcomes
- Negotiation behaviors
- Soft and hard bargaining
- Tit-for-tat bargaining
- Principled negotiation
- Persuasion versus negotiation

DAY
2

Negotiation and personality styles

- Characteristics of a good negotiator
- Negotiation styles
- Analyzing personality styles using the DiSC profile
- Why DiSC?
- Characteristics of a D, i, S, and C
- Communicating with a D, i, S, and C
- Behavioral style summary

DAY
3

Essentials of negotiation

- The four phases of negotiation
- Plan/prepare
- Discuss/debate
- Propose/bargain
- Close/deal/no deal
- Negotiation check list, dos and don'ts
- Choosing when to walk away
- Best alternative to a negotiated agreement (BATNA)
- Negotiation planning, preparing, and power

DAY
4

The seven pillars of negotiation wisdom

- Interest
- Options
- Alternatives
- Legitimacy
- Communication
- Commitments
- Relationships
- Assessing the source of negotiating power
- Altering the balance of power

DAY
5

Negotiation strategies, tactics and trust building

- Thirteen basic negotiation tactics
- Negotiation mistakes to avoid
- Dealing with difficult negotiators
- Trust-building
- Ranking the 10 trust-building behaviors in negotiations

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Barcelona - Spain	€1,925
9 - 13 November 2026	London - United Kingdom	€2,100
14 - 18 December 2026	Munich - Germany	€1,725
18 - 22 January 2027	Barcelona - Spain	€1,925
15 - 19 February 2027	Frankfurt - Germany	€1,625
15 - 19 March 2027	Rome - Italy	€2,125
19 - 23 April 2027	Kuala Lumpur - Malaysia	€1,400
17 - 21 May 2027	Barcelona - Spain	€1,925

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.