

## THE BASICS OF NEGOTIATION

**Duration:** 3 days (21h)

**Date:** Special seminar (in French) 29 June-1 July 2026 Module l'ACADÉMIE d'ÉTÉ à Strasbourg

### OVERVIEW

The seminar covers the fundamentals of negotiation and is intended for anyone who needs to negotiate with internal or external partners of the organization where they work. The three-day program covers the entire process of negotiation, supplemented by case studies and simulations

Each day focuses on a variety of typical negotiation scenarios. Theoretical presentations of methods and models provide the framework for the course's particularly dynamic and interactive teaching style.

The training focuses on maintaining effective professional relationships that are open to collaborative and mutual development. Two aspects in particular: investing in people as the heart of business and creating an ethical framework that incorporates the pillars of sustainable development and CSR. Participants develop practical negotiation strategies that balance assertiveness with cooperation in complex professional situations.

### AUDIENCE & PRE-REQUISITES

Pre-requisites: None

Audience: Anyone engaged in professional negotiations, internally or externally.

**Price general public:** EUR 1390 net /pers. (no VAT)

**Price in-house:** on demand (4-12 pers.)

### LEARNING OBJECTIVES

- Preparing effectively for a negotiation
- Understanding the needs, interests, and issues at stake.
- Grasping the constraints and psychology of the other parties
- Developing a proposal based on facts and figures.
- Seeking complementary strengths
- Demonstrating behavior that inspires Confidence
- Choosing appropriate language
- Being aware of one's own limits
- Preparing for potential surprises
- Handling intimidation or manipulation strategically
- Identifying mutually beneficial solutions
- Managing emotions and tensions



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### PROGRAMME

#### Day 1 • Preparing for Negotiations

Preparation begins with contextual research to gain a better understanding of the partners and what matters to them. Clarifying the objective, planning the process, establishing the legal and operational framework, and defining the ground rules are all part of this preparation.

#### Day 2 • Proposing and Justifying Added Value

Negotiators support their proposal with historical context, facts, figures, and conditions. The goal is to clarify the path toward a shared and informed understanding of the facts, interests, risks, and benefits. It is important to understand each party's needs and to compare the efforts and expected outcomes with other objective examples. Each party positions itself within a scope of action to ensure collaboration as well as the autonomy of the parties in the agreed actions.

#### Day 3 • At the Heart of Negotiation

Once differences in positions, interests, and needs are recognized, potential conflicts may arise, making negotiations tense. To navigate this, it is important to move strategically—forward, backward, or sideways—while remaining flexible. Seek compromise for long-term relationships. Balance distributive and integrative negotiation, staying adaptable while guiding discussions firmly and courteously toward your goal.

### METHODS & EVALUATION

Rich and flexible training design: theoretical input, discussions, reflection and sharing of experience, case studies, and negotiation simulations.

#### Training assessment:

- Short term impact
- Long term impact

#### Learning assessment :

- Self-evaluation
- Questionnaire after the training

**Recognition** : EUROBOGEN certification

### OTHER RELATED TRAINING

- Conflict management and mediation
- Managing teams effectively
- Diversity management

For people with disabilities, the organization is committed to being accessible.

### CONTACT

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