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COURSE BROCHURE

Advanced Negotiation Strategies Training Course

6 – 17 December 2026
Kuala Lumpur

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Registered in the United Kingdom and Saudi Arabia

Advanced Negotiation Strategies Training Course

Ref: 480_17543 **Date:** 6 – 17 December 2026 **Location:** Kuala Lumpur **Fees:** 8000 GBP

Negotiation Strategies is an advanced 2-week training course for senior negotiators, managers and team leads who prepare high-stakes internal and external negotiations and build a Negotiation Preparation Plan for a live case. Partnerships, budgets and cross-border deals now involve more parties, more scrutiny and less time, so the quality of preparation decides whether value is created or conceded. Jupiter Prime Training runs this course for negotiators ready to lead complex talks.

Why Negotiation Strategies Matter Now

Three shifts raise the stakes in negotiation today: deals that involve several organisations and internal functions at once, counterparts from different cultures who read concessions and silence differently, and boards that expect every agreement to be defensible afterwards. Negotiators who prepare interests, alternatives and concession paths create agreements that last, while those who bargain on positions leave value on the table and damage relationships. The course rests on principled, interest-based negotiation, the best alternative to a negotiated agreement BATNA, the zone of possible agreement ZOPA, and established models of persuasion and cross-cultural communication.

Who Gains Most from Negotiation Strategies

- Leaders who negotiate partnerships, joint ventures or major supplier agreements
- Managers who agree budgets, headcount and priorities with other functions
- Team leads who head negotiating delegations and coordinate their roles
- Specialists who resolve disputes, claims or deadlocked discussions
- Relationship owners who handle counterparts from several cultures

A delegation that negotiates together, such as a deal team or a cross-functional bargaining group, gains most when its members attend together and agree shared preparation habits.

Negotiation Strategies Capabilities

Participants move from instinctive bargaining to deliberate strategy that holds up under pressure from several parties.

- Assess BATNA strength and reservation points for every party — leaders deciding whether to walk away
- Calculate the ZOPA and design packages that trade low-cost concessions for high-value gains — deal sponsors approving terms
- Map coalitions and sequencing in multi-party talks — delegation heads choosing whom to approach first
- Apply persuasion and influence principles ethically — counterparts weighing proposals
- Test deadlock-breaking options such as mediation and reframing — executives deciding on escalation
- Build a preparation plan with interests, options, concessions and team roles — the delegation entering a live case

Key Negotiation Strategies Terms

- BATNA — the best alternative to a negotiated agreement; the course of action a party takes if talks fail.
- ZOPA — the zone of possible agreement, the range where each party's acceptable outcomes overlap.
- Reservation point — the least favourable terms a negotiator will accept before walking away.
- Interest-based negotiation — an approach that explores the needs behind stated positions to create options that serve both sides.
- Anchoring — setting the first reference figure or term that shapes how all later offers are judged.
- Logrolling — trading concessions across issues valued differently by each party so both gain overall.

Negotiation Strategies Day by Day

Day 1: The Strategic Negotiation Landscape

- Negotiation Style Diagnostic — Recognising Default Habits Under Pressure
- Distributive Versus Integrative Bargaining — Choosing the Right Game
- Negotiation Context Map — Identifying Parties, Issues and Constraints
- Relationship and Outcome Matrix — Balancing Deal Value Against Trust
- Ethical Boundaries Checklist — Setting Lines That Protect Reputation

Day 2: Interests, Positions and Options

- Interest Mapping Grid — Separating Stated Positions From Underlying Needs
- Principled Negotiation Method — Focusing on Objective Criteria
- Option Generation Techniques — Expanding the Pie Before Dividing It
- Issue Valuation Scoring — Ranking What Matters to Each Side
- Objective Standards Library — Grounding Proposals in Market References

Day 3: BATNA, ZOPA and Power

- BATNA Development — Strengthening Alternatives Before Talks Begin
- Counterpart BATNA Estimation — Judging Their Real Walk-Away Options
- ZOPA Calculation — Locating Overlap Between Reservation Points
- Sources of Negotiating Power — Using Information, Time and Legitimacy
- Walk-Away Decision Rules — Agreeing Exit Criteria in Advance

Day 4: Opening Moves and Concession Strategy

- Anchoring and First Offers — Deciding Who Opens and How High
- Concession Planning Ladder — Pacing Moves to Signal Limits
- Package Deals and Logrolling — Trading Across Differently Valued Issues
- Conditional Proposals — Linking Every Concession to a Return
- Contingent Agreements — Bridging Different Views of the Future

Day 5: Persuasion and Influence Tactics

- Principles of Influence — Applying Reciprocity, Consistency and Social Proof Ethically
- Framing and Loss Aversion — Presenting Proposals That Resonate
- Questioning and Active Listening — Uncovering Hidden Priorities
- Cognitive Bias Awareness — Spotting Overconfidence and Fixed-Pie Thinking
- Countering Hard-Bargaining Tactics — Neutralising Pressure Without Escalation

Day 6: Multi-Party and Coalition Negotiation

- Stakeholder and Coalition Mapping — Predicting Alliances and Blocking Groups
- Sequencing Strategy — Choosing the Order of Approaches
- Single-Text Negotiation Procedure — Managing Many Voices on One Draft
- Internal Negotiation and Mandates — Aligning Your Own Side First
- Agenda Design for Complex Talks — Controlling Pace and Issue Linkage

Day 7: Team Negotiation and Delegation Roles

- Delegation Role Allocation — Assigning Lead, Analyst and Observer Functions
- Caucus Discipline — Using Breaks to Recalibrate Strategy
- Signals and Communication Protocols — Keeping the Team Consistent
- Authority Limits and Escalation Paths — Avoiding Unplanned Commitments
- Post-Session Debrief Template — Capturing Concessions and Open Points

Day 8: Deadlocks, Conflict and Difficult Counterparts

- Deadlock Diagnosis — Separating Substantive From Relational Blockages
- Reframing and Bridging Proposals — Reopening Closed Positions
- Mediation and Third-Party Facilitation — Deciding When Outside Help Pays
- Emotional Escalation Control — Managing Anger and Threats
- Final Offer and Ultimatum Handling — Testing Credibility Before Responding

Day 9: Cross-Cultural and Virtual Negotiation

- Cultural Dimension Profiles — Adjusting to Context, Time and Hierarchy
- High- and Low-Context Communication — Reading Indirect Signals Accurately
- Relationship-Building Rituals — Investing Time Before Business Talk
- Virtual Negotiation Practices — Keeping Rapport on Video and Email
- Interpreters and Language Choices — Avoiding Costly Misunderstandings

Day 10: Practising the Negotiation Preparation Plan

- Live Case Interest and Option Map — Applying Day Two Methods
- BATNA and ZOPA Worksheet — Fixing Targets and Walk-Away Points
- Concession and Influence Script — Sequencing Moves and Messages
- Delegation Simulation and Debrief — Testing Roles Under Pressure
- Negotiation Preparation Plan — Presenting Strategy for Sponsor Approval

Applying Negotiation Strategies After the Course

- Complete a BATNA and ZOPA worksheet for the next significant negotiation and review it with the deal sponsor before the first meeting.
- Run a delegation briefing that assigns lead, analyst and observer roles and agrees caucus signals for an upcoming multi-party session.

Negotiation Strategies Questions FAQ

What are advanced negotiation strategies and why do they matter now?

Advanced negotiation strategies are deliberate plans for interests, alternatives, concessions and influence in complex talks. They matter now because deals involve more parties and cultures, and boards expect agreements that create value and survive scrutiny rather than ones won by pressure alone.

Which roles gain most from advanced negotiation strategies training?

Senior negotiators, managers and delegation leads gain most. An energy company uses these strategies in joint venture talks with several partners, while a healthcare group applies them when agreeing service terms and budgets between hospitals, insurers and internal departments.

How does advanced negotiation strategies training differ from a commercial negotiation course?

Advanced negotiation strategies training covers every kind of negotiation, internal and external. A commercial negotiation course concentrates on pricing, contract terms and supplier deals; this course stresses interest mapping, multi-party coalitions, team roles, deadlocks and cross-cultural influence.

What do you bring back from advanced negotiation strategies training?

You bring back a prepared strategy for a real negotiation you face. It sets out interests, BATNA and ZOPA, a concession ladder, influence messages and delegation roles, ready to review with your sponsor before talks start.

Negotiation Strategies: The Way Forward

The Negotiation Preparation Plan first informs whether to open talks, with which party, and with what anchor. Delegation leads, sponsors and specialists use it to agree mandates and walk-away points. After the first round, the counterpart BATNA estimate deserves another look, since early sessions usually reveal alternatives and pressures that were invisible during preparation.