

Seminar / Workshop

The Harvard Approach to Negotiation & Communication Excellence

Abstract

Intensive seminar designed to develop negotiation and communication skills for executives. The focus is on proven strategies and techniques that strengthen persuasion and ensure lasting success in practice.

Concept

Leaders regularly face situations where they must represent their position and achieve optimal results for projects, teams, or organizations. Negotiation competence is key: it enables constructive agreements, sustainable solutions, and long-term value for all parties. This seminar provides practical strategies, tactics, and psychological methods, supported by real-life cases and interactive exercises.

Target Group

Executives and decision-makers who want to strengthen their communication, argumentation, and negotiation skills to perform confidently in key business situations.

Program Structure

1. *Basics: How you learn to successfully negotiate*
 - What is basically at stake in negotiating?
 - How can you measure the success of a negotiation?
 - The biggest mistake that you can commit while negotiating
 - Your personal negotiation style - competitive versus cooperative bargaining
 - Understanding negotiation as a process
2. *Preparation: Prepare for the negotiation in advance*
 - Without goals it does not work

- Where does the other stand?
 - The personal style: Recognize your yourself own and others
 - Create the perfect atmosphere
3. *Attitude: Gain self-motivation through the right attitude*
- The right mood and setting
 - Sources of motivation
 - Thoughts are a two-way street
4. *Negotiation atmosphere: Create confidence and a positive basis for discussion by the proper greeting*
- First impressions
 - Clothes make the man
 - The well-chosen handshake and the proper greeting
5. *Needs analysis: Find out the purpose objectives of your negotiating partner*
- Be aware of the importance of body language
 - Who, how, what? Anyone who does not ask remains stupid
 - Listening is also an art
6. *Argumentation phase: Always negotiate with a sense of the benefits for your negotiating partner*
- Be a problem solver, and provide individual benefit
 - Take the self-esteem of your negotiation partner into account
 - Be aware of the different levels of communication
 - Use the power and magic of language
 - Use the secret psychology of influence
 - Make use of feedback techniques to improve negotiations
 - Help your negotiators to convince themselves
7. *Dealing with objections: How do you respond to objections and what you need to do when it is becomes difficult*
- Regard every objection as a common means to a successful completion
 - Meet objections effectively
 - What to do if the partner is unfair
8. *Price negotiations: Special features in the context of price negotiations*
- Why it pays off to enforce prices
 - Use-oriented sales and prices by added-value
 - Create alternatives, and create a list of concessions

9. *Conclusion: To come to a good conclusion*

- To ensure the success of the negotiations
- What to do if the negotiators still hesitate?
- Negotiating the relationship

10. *Follow-up: After the negotiation is before the negotiation*

- Analyze the satisfaction of your negotiation partner
- Reflect on the transaction, and document the results
- Maintain and use the relationship

Learning Outcomes

Participants will:

- Understand the fundamentals of professional negotiation and recognize common pitfalls.
- Prepare negotiations systematically by setting clear goals, analyzing positions, and creating the right atmosphere.
- Develop the right mindset and motivation to remain confident and resilient in challenging situations.
- Build trust and a constructive negotiation climate through effective communication and body language.
- Apply persuasive argumentation and influence techniques to create win-win outcomes.
- Handle objections and conflicts with composure and fairness.
- Conduct price negotiations strategically, argue added value, and manage concessions.
- Achieve sustainable agreements and maintain long-term relationships.

Format, Duration & Certification

- Format: Interactive workshop with lectures, case studies, and role plays.
- Duration: 2–3 days (customizable).
- Participant focus: Real negotiation scenarios and individual practice cases.
- Certification: Executive Program in Negotiation & Communication certificate.

Coach

- **Prof. Dr. Marc Oliver Opresnik**, Creator of the PIVOTAL Infinity Marketing Canvas®, Global Thought Leader, Distinguished Professor of Marketing & Management, and Co-Author of international bestsellers with marketing legend Philip Kotler.