

## NEGOTIATION GYM: BUILDING MUSCLE FOR HIGH-STAKES DEALS

<b>Start Date:</b>	11/05/2026	<b>End Date:</b>	15/05/2026
<b>Categories:</b>	Sales & Customer Service	<b>Venues:</b>	Milan
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This dynamic course builds negotiation strength and stamina through hands-on drills and real-time practice. Designed for sales, procurement, and leadership professionals, it focuses on developing consistent habits, resilience, and technique for handling complex, high-stakes negotiations.

### OBJECTIVES

By the end of this course, participants will be able to:

- Apply structured negotiation frameworks to high-value deal scenarios.
- Increase confidence and presence during high-pressure interactions.
- Practice assertiveness, active listening, and control under pressure.
- Respond tactically to concessions, objections, and manipulative tactics.
- Close deals while protecting value and strengthening relationships.

### COURSE OUTLINE

1- Negotiation Fundamentals and Deal Psychology  
2- Assertiveness and Tactical Positioning  
3- Handling Pressure, Deadlocks, and Concessions  
4- Building Win-Win Agreements and Value Retention  
5- Negotiation Drills and Simulated Deal Challenges

### TARGET AUDIENCE

All Supervisory Levels, Sales teams, buyers, project leaders, and executives engaged in complex or high-pressure negotiations.

### METHODOLOGY

Intensive role-plays, negotiation gyms, time-pressure drills, feedback loops, and live negotiation simulations.

### CONCLUSION

Participants will build confidence, improve composure, and gain practical habits that prepare them for any negotiation environment.

## DAILY AGENDA

### **Day 1: Negotiation Strength Training**

Develop mental focus, posture, and readiness for deal-making through foundational exercises.

### **Day 2: Pressure Handling & Objection Control**

Build reaction speed and tactical response to difficult demands and emotional moments.

### **Day 3: Negotiating the Deal Structure**

Practice structuring offers, counters, and compromise strategies under real-time pressure.

### **Day 4: Win-Win Strategy Execution**

Align outcomes with stakeholder interests while maintaining confidence and value.

### **Day 5: The Final Drill**

Engage in a full-length mock negotiation simulation with feedback and analysis.

*Page 2 of 3*

*For more information, please contact us:*

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