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NEGOTIATION GYM: BUILDING MUSCLE FOR HIGH-STAKES DEALS

Start Date:	10/08/2026	**End Date:**	14/08/2026
Categories:	Sales & Customer Service	**Venues:**	Milan
Formats:	In Person	**Instructors:**	

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.

For more information, please contact us:
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