

MOST POPULAR COURSE

Negotiation Skills Training

Master the art of persuasive communication, strategic deal-making, and win-win outcomes.

"Negotiate Smart. Create Value. Achieve Win-Win Outcomes."

Negotiation is an important life skill that helps you reach better agreements, solve problems, and build stronger relationships. Whether you are discussing a business deal, asking for a salary increase, handling a customer, or resolving a workplace conflict, good negotiation skills help you communicate with confidence and achieve positive results.

Many people think negotiation is about winning an argument or getting the best deal for themselves. In reality, successful negotiation is about understanding the needs of both sides and finding solutions that benefit everyone. Great negotiators listen carefully, communicate clearly, stay calm under pressure, and make smart decisions.

The **GroomX Negotiation Skills Training Program** is designed to help students, professionals, managers, entrepreneurs, sales executives, and business leaders become confident negotiators. You will learn how to prepare for negotiations, understand the other person's perspective, manage objections, resolve disagreements, and confidently close successful agreements.

The course combines practical strategies, real business scenarios, role plays, case studies, and interactive discussions to help participants apply negotiation techniques in real-life situations.

10

PRACTICAL MODULES

500+

PROFESSIONALS TRAINED

100%

ACTIVITY-BASED LEARNING

★4.9

AVERAGE RATING

Why Choose This Course

Learn Effective Negotiation Techniques

Understand proven strategies used by successful negotiators in business and everyday life.

Build Confidence

Handle negotiations calmly and professionally in any situation.

Improve Communication Skills

Develop strong listening, questioning, and persuasion skills.

Handle Objections Successfully

Respond confidently to difficult questions and resistance.

Create Win-Win Solutions

Build long-term relationships through mutual success and trust.

Resolve Conflicts Professionally

Turn disagreements into positive opportunities for both parties.

Close Deals with Confidence

Learn how to negotiate agreements that benefit everyone involved.

Receive Practical Feedback

Practice real negotiation scenarios with expert trainer guidance.

What You Will Learn — Module Outline

This course includes 10 carefully designed modules that help you become a confident and successful negotiator.

1 Negotiation Basics — Concepts and Importance

Build a strong foundation by understanding what negotiation is, why it matters, and how it differs from selling.

- What negotiation is
- Why negotiation is important
- Features of successful negotiation
- Different types of negotiation
- The difference between selling and negotiating

2 Preparation Skills — Planning and Strategy

Good preparation leads to successful negotiations. Learn how to enter every negotiation with confidence.

- Setting clear objectives
- Identifying your ideal outcome
- Understanding your bottom line
- Planning concessions
- Developing negotiation strategies

3 Communication Skills — Listening and Persuasion

Successful negotiators communicate clearly and listen carefully to create productive discussions.

- Active listening
- Effective questioning
- Persuasive communication
- Positive body language
- Building trust during conversations

4 Understanding Needs — Identifying Interests

Every negotiation has two sides. Learn how to understand others and create better agreements.

- Understanding the other person's needs
- Identifying motivations
- Building mutual trust
- Creating positive relationships
- Developing empathy during negotiations

5 Negotiation Techniques — Tactics and Approaches

Learn practical methods used by experienced negotiators to achieve confident and flexible outcomes.

- Opening offers
- Bargaining techniques
- Give-and-take strategies
- BATNA (Best Alternative to a Negotiated Agreement)
- Creating win-win outcomes

6 **Handling Objections — Managing Resistance**

Objections are a natural part of negotiation. Learn to handle them professionally and turn them into opportunities.

- Handling difficult questions
- Managing resistance professionally
- Responding calmly under pressure
- Avoiding negotiation deadlocks
- Turning objections into opportunities

7 **Conflict Management — Resolving Disagreements**

Disagreements do not have to end negotiations. Practice managing conflicts and finding mutually beneficial solutions.

- Managing conflicts calmly
- Understanding different viewpoints
- Reducing tension
- Building cooperation
- Finding mutually beneficial solutions

8 **Closing Deals — Reaching Agreements**

Knowing when and how to close is a critical skill. Learn to finish negotiations confidently and build long-term relationships.

- Recognizing buying signals
- Summarizing agreements
- Gaining commitment
- Closing negotiations confidently
- Building long-term relationships

9 **Win-Win Negotiation — Creating Mutual Value**

Successful negotiations benefit everyone. Understand collaborative approaches that create lasting partnerships.

- Collaborative negotiation
- Distributive vs. integrative negotiation
- Bargaining zone concepts
- Negotiating ethically
- Building lasting partnerships

10 **Practical Negotiation Sessions**

The final module combines everything through real-world role plays and guided exercises with personalized trainer feedback.

- Business negotiation role plays
- Salary negotiation practice
- Sales negotiation exercises
- Telephone negotiation activities
- Conflict resolution scenarios & case study analysis

Skills You Will Gain

✓ Prepare for negotiations confidently	✓ Communicate clearly and persuasively
✓ Understand customer and client needs	✓ Handle objections professionally
✓ Resolve conflicts effectively	✓ Close deals with confidence
✓ Create win-win agreements	✓ Build lasting professional relationships

Who Is This Course For?

Working Professionals
Improve workplace communication and career growth through better negotiation skills.

Students & Fresh Graduates
Develop essential communication and negotiation skills for future careers.

Sales & Marketing Professionals
Improve sales discussions, client relationships, and deal-closing skills.

Frequently Asked Questions

Is this course suitable for beginners?
Yes. The course starts with the basics and gradually progresses to advanced negotiation techniques.

Will I learn practical negotiation skills?
Yes. The program includes role plays, case studies, business scenarios, and interactive activities.

Does the course include salary and business negotiations?
Yes. Participants practice different types of professional negotiations, including workplace and business situations.

Will I improve my communication skills?
Absolutely. Communication, listening, persuasion, and relationship building are key parts of the course.

Is BATNA covered in this course?
Yes. You will learn about BATNA and other proven techniques used by professional negotiators.

Will I receive personalized feedback?
Yes. Trainers provide individual guidance and practical feedback throughout the training.

What Our Students Say

★★★★★

"This course completely changed the way I negotiate with clients. I now close deals with much more confidence."

Priya S.
Sales Manager

★★★★★

"The practical negotiation exercises were extremely useful. I now handle difficult conversations much more effectively."

Rahul M.
Business Development Executive

★★★★★

"I learned negotiation techniques that I use every day in meetings and client discussions. Highly recommended."

Ankit K.
Entrepreneur

Ready to Become a Confident Negotiator?

Strong negotiation skills help you communicate better, build trust, solve problems, and create successful agreements in every area of life. With expert trainers, practical activities, and real-world negotiation exercises, GroomX helps you become a confident, professional, and successful negotiator.

Call us: 9036111000 | Visit our office in Bangalore anytime