



Negotiation and Commercial Influence

DURATION

3 days

CONTACT HOURS

18

LEVEL

Intermediate

FEE PER DELEGATE

US\$1,200

Prepare and run a negotiation from a considered position rather than reacting across the table.

Most negotiations are decided in preparation. This programme covers interest analysis, alternatives, concession planning and the conduct of the negotiation itself, including the tactics used against you and how to respond without escalating.

Available as classroom, live online, in house, executive workshop.

Who it is for

Commercial, procurement and sales professionals, and managers who negotiate internally or with suppliers.

What you will be able to do

- Identify interests behind stated positions on both sides.
- Establish your alternative and understand theirs.
- Plan concessions in advance with defined limits.
- Recognise common tactics and respond without escalating.

The outline

DAY 1

Preparation

Interests behind positions · Your alternative and theirs · Setting an opening and a limit · Who is actually deciding

DAY 2

At the table

Opening and anchoring · Trading rather than conceding · Creating value before dividing it · Managing deadlock

DAY 3

Tactics and close

Common tactics and responses · Escalation and how to avoid it · Closing and recording agreement · The relationship afterwards

What you leave with

- A preparation template completed for a live negotiation.
- An alternatives assessment for both sides.
- A concession plan with walk away defined.
- A tactic response set.

Published dates

DATES	WHERE	FEE
23 to 25 November 2026	Nairobi, Kenya	US\$1,200
30 November 2026 to 2 December 2026	Windhoek, Namibia	R12,000
7 to 9 December 2026	Dubai, United Arab Emirates	US\$1,200
14 to 16 December 2026	Lagos, Nigeria	US\$1,200

Fees are per delegate and cover all course materials. Travel and accommodation are arranged by the delegate. Registration is required.

Register or ask a question

globalaxistraining.co.za/courses/negotiation-and-commercial-influence
info@globalaxistraining.co.za
+27 72 337 9234

250 Beyers Naude Drive, Rustenburg, North West, 2999, South Africa

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