

Effective Negotiation

In this course you will develop your negotiating skills in order to achieve an optimal outcome for both and creating a good relationship.



Negotiation is considered a specific skill. Successful negotiating is mainly related to how you deal creatively and confidently with the interests of both the other and yourself. In this course you will develop your negotiating skills in order to achieve the desired results. This means both achieving an optimal outcome and creating a good relationship. The starting point is the search for a win-win situation in which the problem is separated from the people. Together we will work on a successful negotiation result.

Features

Study duration	2 weeks
Investment	€1,095.-
Number of locations	9

Result



- ✓ You are able to negotiate successfully
- ✓ You take your negotiation qualities to a higher level
- ✓ You learn to look for solutions in the mutual interest
- ✓ You are able to adapt your communication style to the negotiating partner
- ✓ You learn to deal with tension and emotions
- ✓ You are able to prepare the negotiation in a targeted and effective way

Target audience



This course is suitable for anyone wanting to improve their negotiating skills.

Programme



- Characteristics of negotiation
- Distinction in the negotiation phases
- Creating a result-oriented negotiating climate
- Insight into one's own behaviour and its effects
- Negotiation strategies
- Seeking solutions in mutual interest
- Your personal negotiation style
- Targeted preparation for negotiations
- Best result taking into account the relationship
- Your questions about difficult situations or people
- Practical situations and examples
- Personal action plan

Study method



Online intake

Before the course a written intake takes place. In this intake you will fill in your personal learning goals.

Link to your practice

Through targeted exercises, sharp analysis and valuable feedback you will develop your negotiating skills. Under the guidance of an experienced trainer theory and practice are alternated and you share your experiences with other participants. You can bring in negotiation situations from your own situation.

Personal action plan

You conclude the course with a personal action plan.

ICM-certificate

After completing the course, you will receive your ICM certificate.

Locations & date



The course times are 9.30 to 17.00 and comprises two days. This course can also be followed completely online via the virtual classroom.

The online version comprises four half days. You can choose between the morning session from 09.30 to 12.30 and the evening session from 19.00 to 22.00.

The course takes place in August 2025, September 2025, December 2025, February 2026, April 2026, June 2026, October 2026 and December 2026.

You can choose from the following locations, days and shifts:

Online Virtual Classroom	Day: Friday or Wednesday Evening: Friday or Wednesday
Amsterdam	Day: Wednesday or Friday
Arnhem	Day: Friday or Wednesday
Breda	Day: Friday or Wednesday
Eindhoven	Day: Wednesday or Friday
Groningen	Day: Friday or Wednesday
Rotterdam	Day: Friday or Wednesday
Utrecht	Day: Friday or Wednesday
Zwolle	Day: Wednesday or Friday

Investment



The investment is €1,095.-.

This excludes € 47.50 per day for the day arrangement or € 17.50 per evening for the evening arrangement. For online meetings we do not charge arrangements fees.

VAT

The total investment is excl. VAT. Exemption from VAT is possible. In that case you pay 10% on top of the investment price.

[More information](#)

Financing

There are various options for subsidies for both employers and private individuals to follow a training.

[More information](#)

Possibilities for your employer

Many employers have a training budget that allows employees to develop and grow in their career. You can find out what the options are within your organization by checking your terms of employment or by checking with your manager or HR.

Invoice

The invoice for this course will be sent after the first meeting. If you would like to receive it beforehand, you can mention this in the comment section of your enrolment form.

Study method Virtual Classroom

When you attend this course in the Virtual Classroom, [this study method](#) applies.

Incompany

ICM also offers this course [incompany](#), tailor-made for your organisation.

Advice



For more information and registration look at:

<https://www.icm.nl/opleidingen-en-trainingen/sales/effective-negotiation/>

Or call 030 – 29 19 888 for a personal study advise

