

Syllabus “Effective Communication & Negotiations”- Training

Over the course of two presence days, you will acquire practical tools and key insights to enhance your communication and negotiation skills. This interactive training empowers you to communicate with clarity, confidence, and empathy – whether you’re giving feedback, managing conflicts or navigating negotiations.

You will explore the dynamics of verbal and nonverbal communication, apply proven techniques like principled negotiation and strengthen your ability to connect across cultures.

With a blend of reflection, interaction and real-world application, you'll leave equipped to lead conversations that foster collaboration and deliver results.

Your advantage: The seminar can be tailored to your individual needs depending on a current project or situation of yours.

Effective communication: Key and success factors

- How to spot a lie?
- The four sides and five axioms of communication
- Questioning techniques
- Communication channels and guidelines
- Communication as success factor: How to improve and foster your targeted communication?
- How to motivate people?
- How to give kind and professional feedback?
- Your communication and relationship network
- Conflict management and resolution

Intercultural communication skills

- Manufacturer vs. merchant cultures
- How to turn small talk into smart talk?
- Mastering intercultural communication and cooperation

Negotiations: The heart of collaboration

- The negotiation process: From dealmaking to realmaking
- RON – The rhythm of negotiation
- Roles in negotiations
- Principled negotiation
- Strategy, tactics and tricks
- Your own negotiation cheat sheet

Reality check: What type of communicator and negotiator are you?

Trainer



Dr. Marco Benkert brings over 20 years of hands-on international project management experience to the table as well as more than 5 years in leadership roles such as Head of Customer Project Management.

He is a certified Trainer® (GPM), Business Coach® (IHK), Senior Project Manager® (IPMA), Project Management Professional® (PMI) and Scrum Master® (Scrum.org).

In addition to his entrepreneurial background, Marco served for 12 years in the Special Operations Division of the German Armed Forces and NATO as a liaison officer. During this time, he was seconded to the BKA (the German equivalent of the American FBI) and BBK (Federal Office of Civil Protection and Disaster Assistance), where he gained valuable experience in crisis management, communication techniques and negotiation tactics. These skills, originally developed for high-stakes scenarios such as hostage rescues, have proven equally effective in coaching, business negotiations and everyday professional interactions.