

A Two-Day Intensive Course

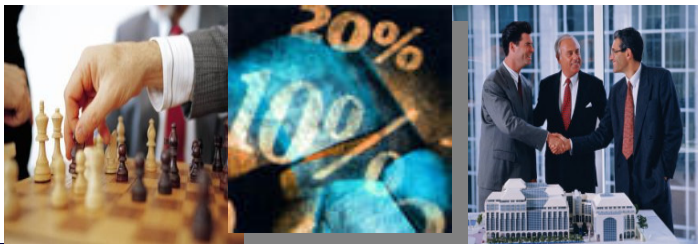
Advanced Negotiation

Techniques

HRDF Claimable Under SBL Scheme

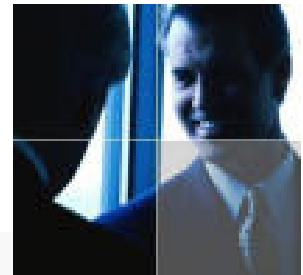
Armada Hotel, Petaling Jaya | 23 – 24 JUNE 2011

**Master The Strategies To Get
A Better Deal In Turbulent Times**



9.00 am to 5.00 pm

A Must Attend Series
For Senior Purchasers,
Finance & Corporate
Sales Professionals



About The Program

Whenever two parties do business or interact with one another, the likelihood is that they bring to the relationship differences in viewpoints that must be reconciled. They may hold dissimilar values or goals. They may bring to the relationship differing talents and means which serve to determine the balance of power and the influence each will exert on the other. Even if their values, goals, means and talents coincide, they may still disagree on the best method to achieve what both desire.

All these differences represent areas of legitimate conflict which must be settled if these two parties are to get along with a measure of mutual satisfaction. Negotiation is the process that brings these diverse viewpoints together. We all negotiate, whether we call it that or not, or whether we like it or not. Negotiation is the game of life.

Trainer's Profile

YC Chow is a success coach, strategy consultant, author and a much sought after trainer in Asia. His work reflects over 35 years of senior management experience both as a practitioner and a consultant.

His interests are in helping organizations and individuals succeed through transforming and transcending their performance. He regularly conducts high energy soft skills training workshops revolving around selling, service delivery, interpersonal skills, communication, leadership & management, time management and success strategies.

YC Chow is the Executive Director of PJMS, a company he established in 2001 after a long and illustrious career in a major international shipping company where he held, inter alia, the position of Managing Director. YC Chow holds a third degree black belt in Karate, has trekked to the Everest Base Camp and is the author of 5 books; three on selling skills, one on time management and the other on self management. In the past twelve months, He has trained in Malaysia, Singapore, Indonesia, India, China, UAE, Vietnam & Myanmar.

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1. Understanding The Game Called Negotiation

- The Negotiation Continuum
- Issue of Margin Limit & Ideal Position
- Bargaining Area

2. The Two Modes Of Negotiation

- Personal Mode
- Organizational Mode
- Understanding WIIFM and The Iceberg Theory

3. The Two Styles Of Negotiation

- Competitive Style Vs Collaborative Style
- Identifying Your Negotiation Styles

4. Developing The Attributes For Success

- Traits Of A Successful Negotiator
- Self Audit Check

5. The Key To Successful Negotiation

- What And How To Prepare?
- Objective Setting – The LIM Approach
- Commitment, Support & Resources
- Team Task – Leader, Summarizer, Observer Role
- Common Mistakes In Preparation

6. The 5 Step Process To Negotiate Confidently & Effectively

- Opening The Negotiation
- The Power of Hidden Language
- Signaling To Move Beyond Arguments And Demands
- Proposing And Packaging A Deal –Who Gets How Much of What When?
- Key Pointers - Bargaining And Trading Concessions
- Closing And Agreeing

7. Understanding & Managing Power In Negotiation

- What Are The Sources Of Power?
- Developing A Power Balance Sheet
- Worth Analysis – Tradable Variables

8. Gambits And Tactics

- Understanding The 9 Most Common Negotiation Tactics
- Strategies To Counter Negotiation Tactics

9. Impasse, Stalemate & Deadlock

- Handling Impasses, Stalemates & Deadlocks
- Case Study / Exercise / Question & Answer

Two-Day Program Outline

Course Fee

RM 1790 / participant *inclusive* course materials, lunch, tea-breaks & certificate of attendance

EARLY BIRD Discount RM 1690 / participant for registration & payment received before 10th JUNE 2011

Special Bonus For SUPER EARLY BIRD - Participants who register and pay before 31st May 2011 will receive 5 books - The Skill Series written by the speaker absolutely FREE

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Target Audience

Those who are directly involved in negotiation of any kind; those who wish to improve their bargaining and negotiating skills to higher level of proficiency. Suitable for managers, executives, sales, finance and purchasing professionals and corporate management team members.

Registration Form

Advanced Negotiation Techniques

Armada Hotel, Petaling Jaya

23rd – 24th JUNE 2011

Fax to 03 563 52 520

At the end of the workshop, you will be able to:

- **Understand and describe the dynamics of the negotiating game**
- **Describe the ten traits of a successful negotiator**
- **Differentiate & apply the two styles & two modes of negotiating**
- **Demonstrate and apply the 5 steps methodology**
- **Understand and describe the concept and sources of power and effectively apply power when negotiating**
- **Recognize, use & counter common tactics and gambits**
- **Formulate strategies to handle deadlock**
- **Have access to essential skills & tools required to improve this competency**
- **Negotiate more effectively at all levels. For Seller – it provides an insight into how Seller can win business thru negotiation in a more effective manner. For Buyer – it will help purchasers to counteract and reduce the impact of sales tactic deployed on them.**

Name of Company _____

Address _____

Contact Person _____

Job Title _____

Tel _____

Fax _____

Mobile _____

Email _____

Name of Participants: (Write In block letter)

_____ Job Title _____

_____ Job Title _____

_____ Job Title _____

_____ Job Title _____

_____ Job Title _____

Ideapro Logix Sdn Bhd (634999 D)

Tower 2, Level 15-C, Boulevard Subang Jaya

Jalan SS12/1, Wangsa Baiduri,

47500 Subang Jaya, Selangor, Malaysia

Tel 03 563 54113 Fax 03 563 52520

Email: biz@ideaprologix.net

www.ideapro-logix.com