



The Art of Influencing & Negotiation Skills

A Counter Instinctive Negotiation
Skills Training Program

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INTRODUCTION

Negotiation is a skill that we use almost every day. It is also one of those skills that everyone learns on the job. From early age, kids learn how to negotiate with their parents over what they want and enhance this skill as they learn from their success. However, as we grow we seem to lose that skill and become less successful in getting exactly what we want. Somehow our perspective changes and we develop bad habits. Unfortunately, most people are not trained systematically on negotiations even though this skill can be quite beneficial to them in both their personal and professional lives.

The importance of negotiating is not about winning at all costs. To influence and negotiate, we recognize that we enter into the negotiation by aligning both party's goals in such a way that both sides win in the long term (the bigger picture) irrespective of whether we are the giver or the taker, buyer or the seller. We want to win people around without causing conflict or disagreement. When we become more aware of the impact we have on others as well as an understanding of what drives our key counterpart's opinion and position is vital when negotiating & influencing others.

The core principle in this workshop is to focus on the single concept of finding win-win solutions. The program is based on developing trust through openness instead of posturing to create deception. This program looks at the aspects from both parties' perspective. The hands-on approach allows participants to experience the process by using various situations designed to illustrate the impacts on both sides. Concepts in positioning are evaluated from both perspectives and the best ways to position strategies are developed and analyzed.

This program also looks at the details of the various stages of the influence and negotiation process. It provides strategies and develops the skills that enable both sides in the negotiation to retain control over the key aspects while ensuring that they mutually move towards a satisfactory agreement. It covers a wide range of topics such as negotiation strategy, game theory, psychological tactics, human emotional states, bargaining and so on which prepares delegates for a variety of situations that require negotiation. Case studies and scenarios such as business to business negotiations, sales scenarios and product presentations are used to better help to show how bargaining tactics are played out. Real world negotiation examples are examined in detail and delegates are then asked to participate in similar setups to use the negotiation principles discussed in the course. Comprehensive step-by-step instructions are provided to help delegates understand the core principles of negotiation and monitor their progress through practical exercises & role-play.



LEARNING OBJECTIVES

At the end of this workshop, participants will gain a detailed understanding of key influencing and negotiation skills and in particular will achieve the following objectives:

- Develop the ability to understand social styles & apply these social styles in negotiation
- Understand the underlying principles of negotiation and learn what you can do to get the best outcome
- Use a negotiation strategy that moves you closer to a win/win outcome
- Prepare for negotiation by following a step-by-step counter instinctive approach and set your critical limits
- Use a set of psychological tactics to explore the other side's motives and learn how to respond to tactics used by them
- Derive specific values based on your negotiation variables and use them to bargain systematically over your settlement range
- Finalize the outcome of your negotiation to get exactly what you have asked for.

WHAT IS LEARNED

LEARN THE FUNDAMENTALS OF NEGOTIATION

- What is negotiation & why do you need to negotiate?
- Understand the relationship between influencing & negotiating
- Using the skill of influencing in the negotiation process
- Understand the types of negotiations & the various negotiation styles
- Identifying negotiation benefits
- The importance of ethics in negotiation
- Ethical & unethical practices in negotiation
- Consequences of unethical behavior in negotiation
- Handling conflicts in negotiations

CHARACTERISTICS & SKILLS OF AN EFFECTIVE NEGOTIATOR

- The 7 characteristics of a confident negotiator
- Ways to build rapport during negotiation
- The importance of communication skill in negotiation
- Listening skills & body language in negotiation
- Use negotiations as a means to a relationship vs. a way to a transaction
- Improving negotiation communication to build trust with prospective clients

EMOTIONS IN NEGOTIATIONS

- How to handle negotiations emotionally?
- How to bargain effectively?
- How to take advantage of human emotional reaction and use that to your benefit?
- How to take advantage of body language?
- How to express your disagreement while maintaining the relationship?

PLANNING & PREPARING FOR NEGOTIATION

- Why do you need a strategy?
- Preparing & refining your best negotiation strategy
- The various dimensions of negotiation strategy
- Factors to consider when choosing a strategy
- Understand the difference between negotiation strategies & techniques
- The 5 common negotiating strategies
- How to perform Outcome Analysis?
- Using problem-solving techniques to reach mutually satisfying agreements
- Avoid negotiating against yourself
- How to handle negotiations that are primarily transactional in nature
- What can you do to move the negotiation forward when you think it is getting stuck?



NEGOTIATORS TECHNIQUES & DIRTY TRICKS

- Handling psychological tactics used in negotiations and how to respond to them
- The 12 negotiation techniques
- Responding to ploys, shock & dirty tricks
- Handling an angry negotiator
- Handling your counterpart who lack of authority to proceed
- How to respond when you are given only one choice?
- How to handle a demanding negotiator?

EXECUTING THE NEGOTIATION PROCESS

- The 6 steps "Counter Instinctive Negotiation Process"
- Understanding key players during a negotiation
- How to approach a situation with multiple negotiators
- Dealing with difficult people during a negotiation
- Leading the negotiation process to a close
- How to discuss negotiation variables?
- How to set your selling or buying limits systematically?
- How to manage your Settlement Range?
- How to manage concessions when you give them or receive them?
- How to settle a negotiation to get what you asked for?
- How to break deadlocks & handle an unsuccessful negotiation



MANAGING NEGOTIATION CHALLENGES

- How will I know if I have lost control during negotiation?
- How can I regain control of the negotiation?
- How can I diffuse a difficult or awkward situation?
- How can I manage conflict when negotiating?
- How can I diffuse a power struggle?
- How should I counter negotiation tricks?

"Negotiating is an art. There is no secret recipe, there is no secret formula, depends on who you are negotiating with. But the tip is to be prepared. Never go into negotiation without doing your homework."

Tan Sri Anthony Francis Fernandes



ABOUT THE TRAINER



Robert Leong has more than 15 years experience in the training and development industry, having served & worked with organizations and institutions in Thailand, Indonesia, Singapore and Malaysia since 1999.

Prior to his calling as a professional speaker, his career has included senior positions with managerial responsibilities in private companies in Malaysia and Singapore with more than 20 years of regional business experience in sales management consultancies. He was a Senior Director and Chief Executive Officer of several IT companies.

His teaching methods, techniques and the skills he possesses are gleaned from personal experience through the years as a public speaker. He has the unique ability to reduce a seemingly complex issue into a series of easy to follow steps on how to adapt to every scenario in today's business & corporate world which he demonstrated it during his career as a professional speaker.

He is well accepted by his clientele from both the private sector & government linked companies (GLC) which includes some of the more reputable names such as ALSTOM Power Asia Pacific, Avery Dennison Materials, Bauer Equipment Malaysia, Century Automotive Products, Dunlopillo Malaysia, KDU Smart School, Lanson Place Residence Hotel, LG Electronics, Malayan Steel Works, Malaysia Debt Ventures, MAS Academy, MIMOS, Nestle Products, NSK Bearings Malaysia, UCSI Education, Perbadanan PR1MA Malaysia & Telekom Smart School.

He is a Nanyang Polytechnic (Singapore) graduates in Electronics Engineering from the School of French-Singapore Institute and holds a professional qualification in Marketing Management (GDMM) from the Singapore Institute of Management.

"Negotiation in the classic diplomatic sense assumes parties are more anxious to agree than to disagree"

Dean Acheson

ROBERT LEONG

WHO SHOULD BE TRAINED

This program will benefit those who need to develop skills for more effective negotiation both within and outside the organization and especially for those who take part in formal negotiations.

HOW LEARNING TAKES PLACE

This workshop makes use of individual self-assessments, team discussions, brief negotiation dilemmas, lectures and role-plays. Participants analyse their individual negotiating situations in depth and prepare sound, workable strategies for their next negotiating session.

This programme can be conducted as in-company training programme, customised to meet your company training needs or companies can send their staff to attend our public workshops

(www.eventstraining2u.com/ssi).

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-Art of Influencing & Negotiation Skills

-Relationship Approach To Selling

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