

DESIGNING NEGOTIATION TACTICS & STRATEGIES



Decide with Confidence

This course aims at allowing the participants to effectively create and design various negotiation tactics resolve issues and implement solutions. Further negotiation strategies are planned through the understanding of how people make decisions as well as the enhancement of their ability to gain distinct advantages during the negotiation process. Incorporating Neuro-Linguistic Programming principles and techniques, the participants will definitely find this intensive and dynamic course a refreshing and empowering experience.

Course Contents

- The Purpose of Negotiation
- Understanding Pre-Negotiation Preparation
- Having The Mental Set Up
- The Negotiation Process
- How to Plan for Negotiations?
- How to Design Negotiation Strategies?
- Ways of Making Offers and Giving Counter Offers
- Design Negotiation Tactics that Work
- Handling Deadlock situations
- Methods of Creating Alternatives
- Negotiation Assumptions
- Getting Power and Control in Negotiation
- How to Create the Perception and Image of the Negotiator?
- Working on The Buy and the Sell During Negotiations
- How to Work on Your Personal Negotiating Styles
- How to Have Strong Team Negotiating Styles?
- How to Design Your Negotiation to Gain Psychological Advantages?
- Using Questioning Techniques
- How to Explore Possibilities in Negotiations?
- Building Rapport in with Negotiators
- Handling Remorse after Negotiation
- Negotiate for Win-Win Outcome
- Eliciting Commitment from Others from Negotiations

Methodology

Case studies, role play sessions and other experiential activities would be conducted to make learning more effective and real. The trainer will employ dynamic presentation techniques to make the session very interesting. Various opinions and perspectives will be given to probe the participants' "comfort zone" for enhanced understanding. Group discussions and feedback would also be given to maximize the participants' learning abilities

Trainer's Profile – Mr. Wekie Tay BA, DTM NLP Trainer (USA), NLP Master Prac, Design Human Engin. Prac. (USA), Mind Mastery Prac. (Aust.), American Management Association Certified Trainer

Mr. Wekie Tay brings with him over 19 years of experience in conducting numerous talks, training workshops and keynote speeches for hundreds of multi-national corporations, government agencies, organizations, and schools on a myriad of professional development and life skills.

Wekie's various expertise and topics trained include leadership empowerment, Neuro Linguistic Programming (N.L.P), persuasion, sales and marketing, negotiation, customer service, presentation and public speaking skills, interviewing skills, creative thinking, problem solving, education, communication, studying and learning skills, thinking and mind-brain power, enrichment management, group dynamics, human resource, enrichment, Dating, Attraction and Relationships (DARE), emotional management, stress management, work-life balance, motivation and life passion, confidence building, belief empowerment and more.

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Date: 27 & 28 August 2009, 9am – 5pm
Venue: NUSS Guild House, Suntec

Fee: S\$634 for D&B Subscriber S\$714 for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 29 July to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee

Fax the completed registration form to 6778 3853

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

D&B subscription units (Account no: _____)
 * Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*
 * VISA Mastercard Amex
Card no: _____ **Expiry date:** _____
Signature: _____ *(*GST applies for cheque & credit card payment)*

Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances