

Effective Negotiation Skills

by Zen Choo



Decide with Confidence

INTRODUCTION

Negotiation is something we engage in everyday, whether consciously or otherwise. Defined simply, it is a form of communication to help settle arguments or issues to satisfactory benefits. Yet negotiation is often one of the most neglected life skills that people tend to forget. Today's corporate environment demands us to use negotiation with tact and diplomacy. Whether negotiation is used to close a sales pitch, resolve conflict, achieve persuasion, or simply to improve damaged relationships, it is a skill that will empower your working life positively.

This course is designed for professionals who want to learn how better they can use negotiation to improve the quality of their work. It will help participants understand the importance of negotiation in their work. It will also harness specific negotiation techniques and apply them effectively in different situations. Participants will also benefit from experiential active learning and understand the characteristics of well-executed negotiations in specific work scenarios.

LEARNING OBJECTIVES

On completing this program, participants will:

- Identify your personal negotiation style
- Understand common mistakes made when negotiating
- Use negotiation tactics and strategies
- Use negotiation as a conflict management tool
- Strategies to handle ploys, gambits and dirty tricks

Learning Methodology:

Learning the basic tricks to negotiate is only half the battle won. Apart from conceptual lecturing, this course will incorporate interactive games, realistic role-plays and active learning processes to further strengthen the learning. Participants will also be engaged in interesting case studies and examples from which they can pick up effective negotiation tips.

COURSE OUTLINE

GETTING WHAT YOU WANT

- The fundamentals of negotiation
- Overcoming personal negotiation roadblocks
- Negotiation Stance Inventory
- Distributive and Integrative negotiation
- The four sins of negotiation
- Fixed-pie perceptions
- Understanding needs and perspectives

NEGOTIATION SCENARIOS

- Positional negotiation versus interests Negotiation
- Exploring options
- Knowing your BATNA
- Understanding your negotiation and motivational styles
- Approaches to negotiation

THE NEGOTIATING ENVIRONMENT

- Predict typical negotiating opportunities
- Sharing and expanding the negotiation pie
- Understanding risk propensity
- Assessing the other party
- Situational assessment
- Understand negotiation styles

NEGOTIATION STRATEGIES

- Slicing the pie- Distributive negotiation
- Expanding the pie- Integrative negotiation for a win-win
- Strategies for a win-win outcome
- Repairing broken trust and relationships

ABOUT THE TRAINER – MR ZEN CHOO

LTC (NS) Choo Wee Meng has a combined eighteen years of experience in management, communications, coaching and knowledge management. He spent the majority of those years serving in the Republic of Singapore Navy in various capacities ranging from training of personnel, organisational development, knowledge management and technology acquisition. During his tenure with the navy, he was responsible for the development of the navy's organisational development plans. He was also instrumental in the roll-out of the Naval Exercise and Training knowledge management (KM) system.

He is also actively involved in training and development and has conducted programmes for organisations such as the Maritime Port Authority of Singapore among others. Through his active training and consulting participation in a broad spectrum of corporate projects, he has garnered essential knowledge and experience in a large number of fields. These include communication and coaching, EQ development, teambuilding, media relations, communication and interpersonal skills, DISC profiling, presentation skills as well as leadership and supervisory skills.

He has also served as an external development and management consultant for organisations such as the Mahkota Medical Centre in Malaysia, as well as The Arlington Institute. He brings with him a dynamic and practical approach to training and this approach has seen much positive feedback from participants.

He holds a Bachelor of Science from the National University of Singapore. He also holds a Graduate Certificate in Management from the Queensland University of Technology & Royal Australian Navy Staff College.

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Date: 6th May 2010, 9am – 5pm
Venue: Amara Hotel Singapore

Fee: [] S\$395 for D&B Subscriber [] S\$480 for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 6th April 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: _____
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Telephone: _____ **Fax:** _____
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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 14 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
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