



## #Public Training/Workshop#

# EFFECTIVE NEGOTIATION SKILLS

*"Why Fight When You Can Negotiate?"*

*"The Art Of Adventure For Lifelong Learning"*

### INTRODUCTION:

- ◆ This high impact programme has been designed to ensure that participants fully understand the process and tactics of negotiation skills in order to achieve winning results. Participants will have the opportunity to practise each of the steps in the negotiation process by employing proven techniques in a safe environment.
- ◆ Through this programme, participants will also appreciate that negotiation skills to optimize a negotiated result does not require them to give up a satisfactory working relationship with suppliers, clients or colleagues. Outcome of successful negotiation is not win/lose result but win/win in order to secure long-term productive and stable relationships.
- ◆ The strategies and tactics are practical and real- world. Participants will be able to use them immediately to improve assertiveness, listening skills, problem -solving, and the ability to reach profitable agreements.
- ◆ To the organization, this workshop will help create the awareness that negotiation skills have a reaching impact on the profitability and effectiveness of the organizations operations. Leaders of the organization will learn how to cultivate winning negotiations skills.

### OBJECTIVE:

At the end of the Negotiation Skill Workshop, participants will be able to:-

- ◆ Analyze and understand the elements of good negotiation
- ◆ Develop questioning, listening and creative thinking skills
- ◆ Plan, analyze and present convincing argument
- ◆ Develop an appreciation of life from other peoples viewpoints
- ◆ Distinguish the difference between and benefits of competition and cooperation
- ◆ Practice the four stages of negotiating in a variety of situations
- ◆ Assess the impact that negotiation skills can have on long- term human relations
- ◆ Assess the impact negotiation skills can have on business performance
- ◆ Break through deadlocks with creativity
- ◆ Recognize and avoid psychological traps
- ◆ Maintain dialogue in the face of distractions and emotions

### WHO SHOULD ATTEND:

- ◆ Sales Department
- ◆ Marketing Department
- ◆ Purchasing Department
- ◆ Procurement Department
- ◆ Project Tender Department
- ◆ Product Development
- ◆ Human Resources

### Program Schedule :

Registration	:8.30am
Morning session	:9.00am - 10.30am
Morning Tea	:10.30am - 10.45am
Lunch	:1.00pm - 2.00pm
Afternoon session	:2.00pm - 3.30pm
Afternoon Tea	:3.30pm - 3.45pm
End	:5.00pm

### Date:

Please refer to our WEBSITE

### Medium:

English & Bahasa Malaysia

### Duration:

2 days (9am - 5pm)

### Venue:



# COURSE CONTENT

## Module 1: Objectives & Introduction

- ◆ The training will commence with the discussion of realistic objectives to be attained through the program. Participants will also be introduced certain interesting ice-breaking activities to ease them into program proper.

## Module 2: The Need Theory of Negotiation

- ◆ What is Negotiation? Simply put, negotiation is the process of securing an agreement between parties with different needs and goals, but each having something to offer the other, and each benefiting from establishing an agreement, though the balance of power can be dependent upon whether one party's needs is significantly greater than the other.
- ◆ Why do we need to negotiate? When do we have to negotiate and what is the different level, which we can negotiate at?

## Module 3: The Nature of Negotiation – Opportunities and Danger

- ◆ A traditional definition to negotiation is to create a win-win solution for all parties however, that does not happen in the real world.
- ◆ This opening module will enlighten the participants that there is not going to be a magical win-win solution for all in the real world.
- ◆ Participants will be taken through the elements that constitute good negotiating for different business natures and participants will actively discuss the opportunities and dangers of the processes.

## Module 4: Styles of Negotiation

- ◆ To be successful negotiator, it is important to be aware of the attitude and personalities of the people we negotiate with. How do we gain the advantage over different personality types?
- ◆ Participants will be provided a systematic and practical way to examine their own personality with the Myers-Briggs Type Indicator (MBTI®). They will make desired changes and assess the style of others in negotiation process.

## Module 5: Four steps of Negotiation

In this module, participants will learn on the four steps of being a good negotiator. The five steps of negotiation are:-

- ◆ **Steps 1 Preparation** – Doing our homework. What do we need to know? How can we utilize or obtain meaningful information to strengthen our information?
- ◆ **Stage 2 Debate** - How to set the tone and pace for negotiations by using appropriate ice-breakers. The importance of having both client and ourselves state our opening positions with the desire to achieve a compromise.
- ◆ **Stage 3 Bargain** - The final phase is often the most challenging and demanding, hence to demonstrate the importance of knowing when and how to make firm offers, mentally doing checks and balances to ensure that we are working towards a win/win outcome.
- ◆ **Stage 4 Agree** - Eventually, how to make that firm and final offer to achieve a mutually beneficial agreement.

## Module 6: What constitute good negotiation?

Here the participants will also learn what constitute good negotiation. They will learn the six elements that constitute a good negotiation such as:

- ◆ **Respect with a capital R.**
- ◆ Communicate clearly
- ◆ Listening
- ◆ Seeking to understand
- ◆ Collaborate to achieve win/win
- ◆ Preserving relationships

To enhance, the knowledge of the participants, they will also learn the qualities of a good negotiator, such as:

- ◆ Empathy
- ◆ Sensitivity
- ◆ Neutrality
- ◆ Objectivity

## Module 7: Application

- ◆ As the old adage goes "practice makes perfect". Participants will focus on developing specific negotiating behaviors through exercises and individual feedback.
- ◆ Participants will plan, prepare, and conduct in-depth negotiations, in teams and as individuals, and in a variety of situations by employing the six steps of negotiation.



## TRAINER'S PROFILE

### En. Saiffuzin Salim

**Saiffuzin Salim** is a an accredited administrator of the Myers-Briggs Type Indicator and Interstrength®, an instrument that helps people understand their psychological preferences, improve relationships and fulfill human potential, Work Motivation Inventory®, Firo-B® all of which form the basis of his training programs.

He's also a qualified Emergency First Aid Responder Instructor. His academic background is English, completed his secondary education in Singapore and later majored in accounting. He started working as an external auditor and his last position was a senior accounts manager. He had undergone career metamorphosis as trainer and consultant.

His repertoire of topics focuses on methods to enhance interpersonal communication for teams, team building, problem solving and decision making, train the trainers and the delivery of impactful sales program. He conducts his training programs throughout Malaysia. Known to be an energetic and dynamic trainer, Saiffuzin have conducted training and facilitation for corporate organizations. Such as: Kumpulan Karangkrak Sdn Bhd, Multi Modal Freight Sdn Bhd, Putrajaya Corporation Sdn Bhd, Golden Arches Restaurants Sdn Bhd, HSBC Bank Berhad, Malaysian Aids Council, Philip Morris (M) Sdn Bhd, CSA (M) Bhd, SKF Sdn Bhd, SME Banks, Teknik Janakuasa Sdn Bhd, Bank Islam Malaysia Berhad, MBF Cards Malaysia Sdn Bhd, Finisar (M) Sdn Bhd, Totoku (M) Sdn Bhd, Denso Malaysia Sdn Bhd, Negeri Sembilan Cement Industries Sdn Bhd, Dunham-Bush (Malaysia) Bhd, Moccis Trading Sdn Bhd, Convenience Shopping Sdn Bhd, Kenseisha (M) Sdn Bhd, Perodua Sales Sdn Bhd, UMW Corporation Sdn Bhd, Koperasi NSTP Bhd, Wyeth, Bristol Myers Squibb Sdn Bhd, B Braun and Cycle and Carriage Bintang Berhad.

He has also delivered talks for corporate and voluntary organizations in Kuala Lumpur that include MARTRADE, Bernama, Pengasih, Airport Limo (M) Sdn Bhd.

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# Registration Form

## EFFECTIVE NEGOTIATION SKILLS

"Why Fight When You Can Negotiate? "

**DATE:** Refer to our WEBSITE. **VENUE:**

PLEASE COMPLETE THIS FORM AND EMAIL / FAX TO US EMAIL :

**icare@asl-solutions.com ; shafi@asl-solutions.com**

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### PARTICIPANT'S NAME :

Name : \_\_\_\_\_

Position: \_\_\_\_\_ Dept: \_\_\_\_\_

DL : \_\_\_\_\_ HP: \_\_\_\_\_

Email: \_\_\_\_\_

Name : \_\_\_\_\_

Position: \_\_\_\_\_ Dept: \_\_\_\_\_

DL : \_\_\_\_\_ HP: \_\_\_\_\_

Email: \_\_\_\_\_

**Company Name:** \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ Postcode: \_\_\_\_\_

Tel : \_\_\_\_\_ Fax: \_\_\_\_\_

Authorization (Signatory must be authorized on behalf of the company )

Name: \_\_\_\_\_

Position: \_\_\_\_\_ Department : \_\_\_\_\_

DL: \_\_\_\_\_ Email : \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

This booking is invalid without a signature & company stamp.

### TERMS & CONDITIONS:

1. Workshop Fee is not inclusive of accommodation and transportation

2. Fees are inclusive of program materials and refreshments.

3. Payment Terms - Following completion and return of the registration form, full payment is required within Ten (10) working days upon the issuance of invoice or a letter of undertaking( LOU ). Payment or LOU must be received prior to the conference/ training date. A receipt will be issued on payment. Due to limited conference/ training seats, we advise early registration to avoid disappointment.

#### 4.CLIENT'S CANCELLATION/SUBSTITUTION

Client's cancellation must be received in writing by MAIL or FAX two (2) weeks prior to the event in . All bookings carry a 50% cancellation liability should the notice given is less than two(2) weeks. and 100% cancellation liability 4-days prior to the event Non-payment or non- attendance does not constitute cancellation.

( However, complete set of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing )

5. If, for any unexpected circumstances or reasons that ASL Group decides to postpone this event, the client hereby indemnifies and holds ASL Group harmless from any cost incurred in by the client. The event fee's will be refunded,

ASL Group reserves the right to change the content without notice.

6. Copyright etc. - All Intellectual Property rights in all materials produced or distributed by group in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.

7. Important note: In the event that if ASL Group permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.

8. All Payment should Be Made to :

**ASL Training & Consultancy Sdn Bhd.**

**COMPANY STAMP**



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