

# Strategies For Successful Negotiations

 18-19 December 2023

 Wyndham Grand Bangsar Kuala Lumpur

PROGRAM FEE:  
**RM1450\***  
PER PERSON  
Inclusive 6% SST.

## INTRODUCTION

*Individuals often fail in negotiations because they have had no foundation in negotiation skills.*

We are negotiating almost all the time. Whether with business partners, clients, suppliers, colleagues or even family members, the success of our outcomes depends entirely on our understanding of the negotiation and communication process.

When engaged in negotiations where your skill as a negotiator may prevent losses, increase gains or enhance circumstances for you or your organisation, it is imperative that you invest in your capability to:

- Prepare effectively
- Understand the needs & interests of all parties involved
- Conclude better agreements through creativity
- Identify potential barriers or hindrances to the engagement
- Adopt a collaborative approach to ensuring trust, rapport and long term gains

This programme will equip participants with vital skills to help in those processes.

The course material is based on sound psychological approaches to negotiation, which include an understanding of personality, motivation and intelligence.

## WHO SHOULD ATTEND

Leaders and managers in marketing, purchasing and sales roles who want to increase their understanding of the psychological aspects of getting the best out of other people within their organization and as well as working out the best win-win deals with suppliers, contractors or customers. It is also suitable for HR professionals in selection and development posts.

## PROGRAM OBJECTIVES

**By attending the program, the participants will be able to:**

- Evaluate the essential psychological aspects of a range of approaches to influencing others and negotiating positive win/win outcomes
- Apply the principles of a number of well-researched influence models in NLP
- Develop and apply practical methods for effective win/win outcomes within your own organisation.
- Secure faster deals through powerful non-verbal techniques of Neuro-Linguistic Programming® ( NLP )
- Utilize NLP reframes to turn impending objections into a winning outcome.

## ABOUT THE TRAINER

**Daniel** has more than 28 years experience in the corporate world, out of which 16 years has been spent on coaching and training. teaching Management & Leadership skills, Team Building and Communication Skills - training Companies and individuals on Sales & Marketing, Course Consulting, Neuro-Linguistic Programming (NLP) and Sub-conscious learning skills. Daniel recognizes the great potential within each individual participant and he believes in making a difference in their learning through his personalised, demonstrative, practical and dynamic approach to make training an enjoyable and valuable experience.

### 1 The nature of influence

- the basic mechanisms
- where influence is used overtly and covertly

### 2 Understanding the individual

- the importance of identity beliefs and values

### 3 Understanding human thought-process patterns

- identifying motivation patterns

### 4 Psychological models of individual and group processes

- the significance of self-esteem

### 5 Influence behaviours

- specific actions

### 6 Mental models, beliefs and understanding how influence works

### 7 A review of relevant psychological concepts

- personality
- motivation
- communication
- intelligence

### 8 Negotiation strategies

- win/win or win/lose
- a negotiation mindset
- opponents or partners

### 9 Examining power-bases

- practical investigation of a personal power-base
- the importance of perception

### 10 Tactical negotiation


- creating a negotiation plan
- assessing the other side
- tricks and tactics


### 11 Managing human states in Negotiation

- the role of anchoring
- handling conflict
- practical tools for state management

For further information, please contact CeDR at 03-3344 7310 or [lgrouplearning@cedr.com.my](mailto:lgrouplearning@cedr.com.my)

 CeDR CORPORATE CONSULTING SDN BHD 15, Jalan Pekan Baru 30A/ KU 1, Bandar Klang, 41050 Klang, Selangor Darul Ehsan.

 +603 3344 7310

 +603 3344 7315

 [lgrouplearning@cedr.com.my](mailto:lgrouplearning@cedr.com.my)

 [www.cedr.com.my](http://www.cedr.com.my)

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DEVELOPMENT  
IS ALL WE DO.