

Strategic Business Negotiation Masterclass

22nd - 23rd April 2024

24th - 25th July 2024

Kuala Lumpur (In Person / Online Training)

Major Benefits of Attending

By end of this course, delegates will be able to: -

- **KNOW** when - and when not - to negotiate
- **LEARN** to use the right techniques when negotiating
- **ADJUST** your communication style to achieve desired results
- **APPLY** both distributive and integrative negotiation techniques effectively
- **DEVELOP** an effective plan and strategy for the negotiation
- **KNOW** what behaviour to adapt at each stage of the negotiation
- **PREPARE** alternative courses of action during negotiations
- **APPLY** the principles of persuasion to negotiation situations
- **DISTINGUISH** when to 'come on strong' and when not to, with tact and respect
- **PROPOSE** systematically and analyse the Other's proposal
- **IDENTIFY** the various personality styles of negotiators
- **CLOSE** the deal effectively
- **RECOGNISE** common errors in negotiation and learn to overcome it

Course Methodology

Client has the option to choose to participate either below method.

Online Course : This course will be conducted via Zoom.

Marriot Group Hotel: This course will be conducted at the hotel with the trainer on site. Participants will need to bring their own laptop. Lunch/Dinner and 2 networking breaks will also be provided.

Why you Should Attend?

To be a good negotiator, we need to overcome the many psychological and emotional inhibitors that we would have acquired in our lifetime. We are often under much pressure from our organization and colleagues that we need to prevent from affecting our performance.

We need to understand the issues involved and learn how to increase our power, even when we may seem not to have much power. We need to prepare for the obvious and the surprises. We need to anticipate what can go wrong and manage the flow of the negotiations. Even though we may have a great strategy, we need to analyse all parties involved, their wants and needs, fears and concerns, their strategies and styles, to counter our own approach, to perform gracefully, respectfully and successfully. And there is still much more to know, learn and apply. No one has attended this program without learning something new, different and useful.

Who Should Attend?

The seminar is specifically designed for: -

- CEO & the Boards
- Lawyers, Consultants & Corporate Counsels
- Contractors & Service Providers
- Project Managers
- General Managers
- Executives
- Sales Leaders
- Other Personnel involved in Business Negotiations

Organized by:



For more details, contact hello@fdb.sg

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