

BUSINESS NEGOTIATION MASTERCLASS

Secrets to improve your negotiation effectiveness including real life negotiation practices and exercises

20th – 21st February 2019
JW Marriott Hotel, Kuala Lumpur, Malaysia

Major Benefits of Attending

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

- **BECOME** a negotiation master
- **GRASP** the new rules of negotiation
- **ADD** 8 proven influencing strategies to your toolkits
- **DEAL** effectively with other party's influencing tactics
- **USE** more tools to identify scenarios during negotiation
- **GAIN** better understanding on how to build relationships
- **APPLY** more tools to attain a successful outcome when confronted
- **BECOME** more effective in analysing, plan and prepare for every negotiation
- **TAKE** tools and knowledge from the course and apply it in both business and personal lives

Why you Should Attend?

The learning in this masterclass will be supported by case studies, exercises and questions to enable participants to determine their areas of strength, areas for improvement and to develop a personal action plan to develop their skills further once the course is completed.

- ✓ Improve your effectiveness in negotiations by understanding key negotiation strategies and how to apply them in practice
- ✓ Understand how to make the most of your own natural negotiation style
- ✓ Develop the skills to influence people more effectively and to control the negotiation table
- ✓ Gain the essential tools and knowledge to plan and manage a range of negotiation scenarios
- ✓ Enhance your ability to add value through the negotiation process
- ✓ Understand different behaviours and attitudes to get negotiations back on track to deliver the desired outcomes

Who Should Attend?

This course is aimed for senior roles, aspiring to mastery and innovation. Learning is pitched at a level to help synthesise best practice and effective negotiation. Recommended for all executives, managers and professionals in all roles and levels who are called upon to plan, manage or conduct negotiations of any kind, whether suppliers, customers, regulators, colleagues or employees that wish to develop their skills to the next level.

Organized by: _____

