



# **MASTERING THE ART OF SKILFUL NEGOTIATION AND INFLUENCE**



**24 & 25 September 2012**

**Sunway Putra Hotel (Formerly Legend Hotel)**

**Kuala Lumpur**

# negotiation

## Introduction

Negotiation is an essential skill for success today. Irrespective of whether one is engaged in a commercial activity or government organisation, whether for a profit or a not-for-profit group, good negotiation skills are crucial for sound and sustainable business growth. They are important for establishing a sense of equity as well as being able to respond to the ever-demanding client, staff-member or up-line manager.

The **Win-Win Negotiation Model** was pioneered by Harvard University in the early 1980s and has been continually developed and expanded by the Harvard Program on Negotiation over the past thirty years.

Based on this model, this program provides training in the knowledge, skills and strategies to competently prepare for and conduct a negotiation – either as an individual or as a team.

In this workshop, participants will learn:

- How important negotiation skills are – and how universally applicable they are.
- The essence and intent of principled negotiation (win-win versus zero-sum negotiating).
- The basic and advanced negotiating skills
- Negotiation tactics and counter-tactics (including what to do when the other party does not 'play by the rules')
- The phases of the negotiation process
- Preparing for a negotiation (as an individual and as a team)
- Conducting the negotiation (as an individual and as a team)

### TARGET AUDIENCE

- Senior Directors & Middle Senior Managers
- Policy Makers
- Head of Strategic Planning
- Director of Sales & Marketing
- Director of Corporate Development
- Senior Sales Manager & Marketing Manager
- Senior & Junior Executives
- Business Development Executive



**Kevin Ryan** is an experienced conference speaker, workshop leader, facilitator and MC. He has twenty-five years experience as a corporate trainer and fifteen years experience as a professional speaker.

He speaks at conferences and seminars across Australia, New Zealand, Asia and in the UK specialising in the areas of sales negotiations, customer service, humour in business and communication skills. His clients include large corporations, government departments, and small to medium size enterprises.

He has co-authored nine books on business communication skills and humour in business that are used extensively throughout Australia, New Zealand, Asia, the UK and South Africa. He writes regular columns on communication skills, sales & customer service and humour in business for a number of industry magazines. He is the creator of the TILT! Selling program.

# Day One

## Introduction to Negotiation

When we negotiate

The importance of effective negotiating skills

What a negotiation is – and isn't

Negotiating styles

Different types of negotiation

Exercise: Defining an Effective Negotiation

### 1. Negotiation Principles

Integrative vs Distributive Negotiation

Zero-Sum vs Win-Win Negotiation

Positional vs Interest-Based Negotiation

Understanding and Empathising with the other party or parties

The 5 steps in a negotiation

### 2. Negotiation Skills (Core Skills)

Empathy

(Understanding the other party, analysing their real and stated interests)

Active Listening Skills

(summarising, paraphrasing, reflection of content and feelings, open, closed and solution-focused questioning)

Emotional Intelligence

(Separating the people from the issues, understanding and controlling your own emotions, understanding how the other party is using emotional leverage)

Activities: 1 Listening Skills

2 Prioritising the skills individually and as a group

### 3. Negotiation Skills (Advanced Skills)

Persuasion Principles (putting your case powerfully using the principles of influence)

Creative Negotiation (lateral thinking in negotiation)

Activity: Hypothetical Negotiation (individuals)

Kevin spent over thirty years in sales, sales management and sales training before becoming a full-time speaker and workshop leader. His passion is helping underperforming salespeople lift their performance and taking top sales performers to the next level so they can reach their full potential. He is also one of the few sales trainers specializing in sales presentations – particularly relevant for those selling to a board, committee or assessment panel. One organisation that engaged Kevin for training in this area says his guidance has been a major factor in their winning projects worth \$50M in just three months.

Past participants of his courses have provided extremely positive reviews. These participants have come from organisations as diverse as :

• James Hardie • Affin Bank • CitiPower • Celcom • GRM International • CSL • Assa Abloy • Monsanto • Institute of Chartered Accountants

Kevin has worked across a wide range of industries and Government Departments. He is a Certified Speaking Professional (CSP) – the highest internationally recognized accreditation for a speaker/trainer. This designation is held by only 550 trainers in the world.

# Day Two

## 4. Preparation

The Principle of the BATNA

Researching and Analysing the other party/parties

Establishing your 'ground rules'

Determining your opening proposal and bargaining options

Multi-Party Negotiations

## 5. Team Negotiation

The Roles in a Negotiation Team

(Leader, hard-liner, smoother, expert)

Agreeing on Principles and Priorities

Agreeing on your BATNA

Activity: Multi-Party Negotiation

## 6. Negotiation Strategies and Counter-Strategies

Preparation Strategies - choosing your team

Proposal Strategies (structuring your proposal, who should go first?)

Debating Strategies (focusing on interests, analysing their offers and counter-offers)

Bargaining Strategies (minimising gains and highlighting concessions, utilising value perceptions, using your BATNA as a reference-point)

Closing Strategies (articulating options, assessing the relationship impact)

What to do when they don't 'play by the rules'

### Ten Great Negotiating Questions

## 7. Final Activity & Review

Review of Principles and Strategies

Activity: Major Team Negotiation Exercise including Debrief

Action Plan for Continued Improvement

## CONCLUSION

### KEVIN'S SALES NEGOTIATION EXPERIENCE

1. For five years Kevin was the Regional Manager for Australia's largest audio electronics company, responsible for negotiating the distribution of Japan's leading hi-fi products through retail outlets.
2. For four years, he was Departmental Manager responsible for negotiating the supply, installation and servicing of emergency evacuation systems in large building projects for private, corporate and government clients.
3. For two years he managed all negotiations on behalf of the country's largest supplier of recreational park structures with State and local governments.
4. For ten years, he was the National Manager of the Aged Care and Health Division of a specialist electronics company responsible for negotiating supply and service contracts and national distribution agreements with major suppliers from the USA, Asia and the UK.

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1.			
2.			
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4.			
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