



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

EXECUTIVE DEVELOPMENT PROGRAMMES

JUL - DEC 2009



COMMUNICATIONS

Negotiating Better Agreements



Why You Should Attend This Course:

This course is designed to equip anyone who has to negotiate professionally and achieve win/win, and maintain a close long term working relations with his/her opponent. How do you plan and prepare to negotiate? Handle and overcome common tactics used in the market? Strategise your approach according to your negotiating style? Learn to identify your strengths and weaknesses as a negotiator, and make the adjustments to be effective, read body language and use it to encourage a successful outcome.

Learning Outcome:

At the end of this course, YOU will be able to achieve the following:

- Negotiate win-win agreements and solutions when negotiating with internal and external customers
- Use interpersonal skills to improve the negotiating climate
- Plan and Prepare for a negotiation
- Analyse your – and the opponent's – power positions
- Recognise and avoid common negotiating traps
- Apply pressure tactics and defend against them
- Devise ways to avoid a deadlock
- Understand the difference between co-operative and competitive negotiating strategies, when each should be used and their appropriate tactics
- Read non-verbal gestures accurately and respond effectively
- Understand buying preference and motivation of opponent to be influential and persuasive
- Conclude negotiated agreements that stand the test of time

Course Outline:

Anatomy of a Negotiation

1. Planning and Preparation
2. The Opening
 - Opening Gun
 - Aspiration Level
 - Pro & Con
3. Exploration
4. The Close and Agreement

Understanding Buying Behavior

1. Identify your strengths and weaknesses as a negotiator
2. How you can come well prepared?
3. Dealing with difficult people and situations
4. Maintaining long term business relationships in negotiations

Mastering Body Language In Negotiation

1. How to identify and read certain gestures
2. Using gestures to encourage a positive outcome
3. Using gestures to show negativity or to put pressure on opponent

The Effective Negotiator

1. Avoiding Deadlock
2. Bargaining Techniques
3. Establishing Common Ground
4. Behaviors and Activities of Successful Negotiators
5. Presenting proposals
6. Planning "what if" scenarios and contingency plans

7. Managing multi-party negotiations
8. Creating high value, win-win solutions for all parties
9. Characteristics of Successful Negotiators
10. Important Traits of a Good negotiator
11. The Negotiating Zone
12. Exchange items & Concessions
13. Power, Pressure and Pressure Tactics
14. Negotiating Strategies
15. Tactics & Negotiating Traps
16. The Negotiating Process

Who Can Benefit?

This course is highly advantageous for anyone involved with buying or selling, or negotiating with the internal customer, who needs to understand the negotiation process and be able to conclude an agreement with favorable outcome, understand the importance of planning and be an effective negotiator.

Trainer's Profile

Michael Low entered the world of selling at the age of eighteen and immediately made his mark as a top salesman within the first three months selling encyclopedias. Upon completion of his National Service, he joined American International Assurance as a Life Underwriter and achieved the Million Dollar Club Award on his second year, attributing his early success to his ability in securing appointments on the telephone, as all his contacts were cold calls.

Some of the courses which Michael has conducted include Sales Training, Customer Service, Customer Care, Retail Selling, Telephone Skills/Telemarketing, Presentation Skills & Public Speaking, Supervision, Negotiation Skills, and Team-Building.

Companies that he has trained for include Cold Storage, Cosmetics De France, Fuji Photo Flim, Sharp-Roxy Sales, Shriro, Singapore Crocodilarium, Singapore Furniture Association, The Slimming Sanctuary Singapore, L'Oreal Singapore, HL-Display, Sime Singapore, Singtel Yellow Pages, Singapore Anti- Narcotic Association and many more. He has also trained Singtel in telesales, telephone skills, and call centre management since 1998-2007.

For the last thirty three years, Michael has not only experienced selling successes but also tasted setbacks and pitfalls. His vast knowledge on selling and customer service is not only based on his wide exposure to sales training schools and books, but mainly from being at the place where the real action is - the marketplace. The audience will find his frank and warm approach fulfilling and exciting but most of all, an encounter so enriching that will leave you asking for more.

Date: 4 & 5 Aug 2009

2 & 3 Nov 2009

Time: 9.00am – 5.00pm

Venue: Anson Centre, 51 Anson Road #03-53

Course Fee:

- S\$680.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

FOR COURSE ENQUIRY

Web:

www.mis.org.sg/seminars

Email:

seminars@mis.org.sg

Tel:

6327 7586

Fax:

6327 9741

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 participants
or more and enjoy
5% discount!

Negotiating Better Agreements

4 & 5 August 2009

2 & 3 November 2009 (9.00am to 5.00pm)

S\$680 (subject to 7% GST)

Includes lunch and refreshments

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
4)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration & Payment

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by Cheque or Giro (within 60 days from course date) when you receive our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore Training Centre" with the invoice no. indicated at the back of the cheque. GST is not applicable for registration from companies registered overseas.

MIS Member Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 15% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg.

Group Discount

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

Custom-Design Courses

Courses can also be custom-designed to match your department or organisation's specific learning requirements. Please contact us for further enquiries. Email: seminars@mis.org.sg or call 6327 7583/582/586.

Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date. Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore Training Centre reserves the right to change or cancel the training course due to unforeseen circumstances.

Course Venue

All courses will be held at MIS City Campus, Anson Centre, 51 Anson Road #03-53 Singapore 079904 unless otherwise stated.

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6327 7586

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6327 9741