



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Date:
9 Mar 2012

Course Fees:
S\$540.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars
Email:
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Tel:
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Fax:
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51 Anson Road #03-53
Anson Centre (S)079904

Negotiating with Americans

Strategies for Achieving Better Outcomes when Negotiating with Americans

Why You Should Attend This Course:

Americans bring to the negotiation process a unique perspective about themselves, and those with whom they negotiate. American values and culture are as unique as Chinese, Japanese, and European cultures. All these factors impact the way Americans negotiate, and the way they communicate in their negotiations.

Americans want to “get down to business”. They are quick to communicate their “position” and to set their “bottom line”.

There is more to negotiating with an American than simply stating what you want, and listening to what the American party wants. There are aspects of American behaviour, values and communication style that we should understand, and even anticipate, so that we can effectively negotiate with Americans to get the outcomes that we need.

There are strategies that Americans will customarily employ in a negotiation that we should be alert to, so we can recognise and effectively deal with them. There are also strategies we can choose to employ when negotiating with Americans that will help us secure what we need in the negotiation.

Learning Outcomes:

- Improve your ability to negotiate with Americans
- Expand your negotiation toolbox
- Recognise American negotiation behaviour and strategies
- Know how to deal with American negotiation behaviour and strategies
- Have greater confidence in your negotiations with Americans
- Achieve better outcomes in your negotiations with Americans

Course Outline:

American Culture and How It Impacts on a Negotiation

Understanding aspects of American culture and how it influences American negotiation behaviour, including: individualism, egalitarianism, ranking of relationship building, focus on “winning”, time consciousness. American culture in a historical context.

Profile of the American Negotiator

Attributes and perspectives of the American negotiator, including: focus on business, focus on the legal relationship, focus on the legal contract, communication directness, demeanour, confidence, perspective on the US as a business partner. How understanding these attributes and perspectives helps us negotiate with Americans.

How Americans Negotiate Positions and Strategies to Respond to Position Setting

Generally, Americans advocate positions in a negotiation, being the pathway to meeting their own needs, and without necessarily having the needs and interests of the other party in their focus. We examine strategies to help make Americans consider options to achieving the needs of both parties, strategies to make Americans negotiate with more flexibility, strategies that help us make Americans consider our own needs, and strategies that will help us persuade Americans to formulate proposals responsive to our needs.



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How Americans Negotiate Money Terms and How to Respond Effectively

“Fixed pie” strategies employed by Americans when negotiating money terms and how to respond to them: Anchoring. Opening Offers. Rate of Concessions etc. Understanding these “fixed pie” strategies so as not to succumb to them. Strategies to shift the negotiation to a “pie expanding” perspective for the mutual benefit of both parties.

American Negotiation Habits and Strategies to Deal with Them

Some habits of American negotiators: negotiating from a legal agreement, negotiating electronically, saying “No”, expressing “the bottom line”. American extrovertism in a negotiation and using it to advantage, etc. Other negotiation habits. Understanding these negotiation habits, and how to respond to them, or to use them to advantage.

American Negotiation Strategies and Countering Them

American negotiation strategies and how to deal with them, including: when they seek early concessions, when they impose ultimatums and deadlines, when they make their “final offer”, when they “drive” the negotiation, when they negotiate sequentially, when they “nibble” concessions, when they change their negotiator, “good cop / bad cop”, seeking ranges, “lowball”, “high ball” etc.

American Laws that Negotiators Need to Know

Some specific American laws that impact upon negotiations with Americans that other parties should be aware of, including: options to negotiate, rights of first refusal, governing law, dispute resolution.

American business etiquette

A short primer on American business etiquette.

Who Can Benefit?

Anyone who negotiates with Americans, in any industry.

Trainer’s Profile:

Philip Mendes has been negotiating with Americans for over 20 years. In that time he has experienced American negotiation behaviour, American negotiation perspectives and strategies, and the unique American approach to negotiating.

Philip’s negotiation experience with Americans has been in trade and intellectual property transactions in the following industry sectors: pharmaceutical, information technology, defence technologies, medical devices, new products, manufacturing, education, engineering, etc.

He has negotiated with American multinational companies, large and small American companies, as well as US Federal and State Governments.

In this course, Philip shares his experiences and insights to negotiating with Americans, but more importantly, he shares his experiences of effectively dealing with American negotiation behaviour and strategies.

Philip is a practicing lawyer, and an Adjunct Professor of Law at the Queensland University of Technology. He has presented negotiation workshops in the United States, Switzerland, Australia, New Zealand, Singapore, Malaysia, and Thailand.

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

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

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

Negotiating with Americans <input type="checkbox"/> 9 Mar 2012 S\$540 (subject to 7% GST)		(9.00am to 5.00pm) Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name		Designation		E-mail	
1)					
2)					
3)					
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"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

Administrative Details

Registration
Register Online @ www.mis.org.sg/seminars
 The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax
 A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment
 Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount
 Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount
 Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue
 All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show
 For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.
Cancellation
 Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training
 Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.