



MARKETING
INSTITUTE OF
SINGAPORE

SALES

Negotiation Skills for Sales & Marketing Professionals

Why You Should Attend This Course:

In today's complex and competitive environment, there is always a possibility that things would not always go in a preferred manner. Being equipped with negotiation skills will empower your working life positively to manage these situations. Developing negotiating skills will contribute towards productive outcomes within the organisation and with those we do business with. This course will help you develop skills in negotiation and provide you with an ability to influence people in a desired direction.

Learning Outcome:

- Understand The Principles of Negotiation
- Develop Skills of Effective Negotiators
- Avoid Common Mistakes When Negotiating
- Develop Effective Negotiation Strategies and Tactics
- Understand the Elements of "Win-Win" Approach to Negotiation

Course Outline:

Day 1

- Understand the Principles of Negotiation
- Characteristics and Skills of an Effective Negotiator
- Creating The Right Atmosphere
- Identifying Clear Objectives and Agenda Setting
- Assessing The Opposition – Choosing A Strategy
- Preparing Yourself and Avoiding Critical Mistakes
- Planning and Preparing for Negotiation

Day 2

- Managing Negotiation Process
- Negotiators Strategies and Tactics
- Making A Proposal and Responding To Ploys
- Recognise Interests and Issues To Avoid Unnecessary Positions
- Understand and Manage Different Behaviours and Difficult Situations
- Leading the Negotiation Process to a Close
- Negotiator's Guide – Preparation Checklist

Trainer's Profile:

Ho-Tan Whai Aun has been a consultant, speaker and trainer since he started working in the UK in the 1980's. He was responsible for implementing major projects with The Guardian Royal Exchange, Norwich Union, The Christian Trust, Norfolk County Council and ChristChurch Conferences.

Over the years, Whai Aun has trained many people through seminars, workshops and one-to-one supervision – and he is also a mentor to professionals and senior managers in UK and Asia.

He believes in continuing education and training, and empowering people through learning, training and application of evidence-based principles. He knows that personal success usually comes through incremental minor transformations rather than radical major upheavals – so he brings successful people to greater heights through corrective behaviour modifications and changing of their thought patterns and core beliefs.

Whai Aun is a sought-after speaker – in complex technical presentations as well as in communications and counselling seminars. He has conducted training for the business and industrial sectors, hospitals, government bodies as well as for colleges, schools and charitable organisations.

Whai Aun graduated from Trinity College, Dublin (Ireland) in Business Studies and was a UK-trained Project Manager. Occasionally, he provides oversight, support and training for Marketing & Sales and HR staff – specialising in consumer heuristic evaluations and networking. He has also conducted seminars for the Sales Teams in various financial and manufacturing companies. He is a mentor and personal friend to top Sales producers and CEOs from different industries, as well as to various start-up entrepreneurs.

In Asia, some of the organisations he has worked with include Microsoft, Tan Tock Seng Hospital, Singapore Police Force, DBS Securities and The Salvation Army.

Date:
9–10 Feb 2012
9–10 Apr 2012

Course Fees:
S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars
Email:
seminars@mis.org.sg
Tel:
6327 7586 / 583/ 582
Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

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!

Negotiation Skills for Sales & Marketing Professionals

9–10 Feb 2012 9–10 Apr 2012 (9.00am to 5.00pm)

S\$680 (subject to 7% GST)

Includes lunch & refreshments

***Approved for SDF funding**

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
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.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg
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