

Advanced Negotiation Strategies Masterclass

"Pessimist sees the difficulty in every opportunity

Optimist sees the opportunity in every difficulty"

6th & 7th August 2008

JW Marriott, Jakarta



Your course facilitator

Dr. Michael Benoliel

Director of Centre for Negotiation

Are you **pursuing** to move on to a more senior role?

or looking to enhance yourself in order to **successfully** manage a specific

forthcoming event? It's not about confrontation, it's about **dialogue**

YOUR COURSE FACILITATOR



Dr. Michael Benoiel

Leading Authority in the Field of Best Practices in Negotiation

Dr. Benoiel is the author of *The Upper Hand* (2006), and *Done Deal : Insights from Interviews with the World's Best Negotiators* (Platinum Press, 2005), which was selected by *The Chicago Tribune* as one of the best business books of 2005. Some of Dr. Benoiel's media interviews and appearances include: Bloomberg Television; CAN TV Channel 21, Chicago; Business Week; The Deal; The Washington Diplomat; The Wall Street Radio Network; National Public Radio (NPR); WXRK New York; and Florida Radio Network.

Dr. Benoiel is the Director of the Center for Negotiation and a Senior Consultant with The Negotiation Academy - Europe. In his 20-year career as a management consultant and corporate trainer, he has provided services in Effective Negotiation, Strategic Planning, and Leadership to organizations in the United States, Asia, Africa, and the Middle-East. Some of the organizations he has worked with are: PSI International; The Project Management Institute (PMI); Regency Hotels Group; IndianOil; Career Shapers (India); Haba Group of Companies; Barrister Microsystems; Prudential (Singapore); ETELS Training Networks (Malaysia); Singapore Institute of Management (SIM); IQPC-Asia; Mekong Capital (Vietnam); Uganda Revenue Authority; and Malaysia Oxygen.

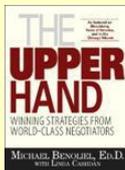
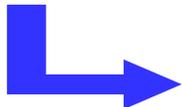
Dr. Benoiel, a certified mediator and trainer in Herrmann Brain Dominance Instrument (HBDI), received his doctorate in Human Resource Development from The George Washington University. His dissertation was selected as a finalist to the Donald Bullock Award and in 1991 he received the Special Achievement Award from The American Society for Training and Development (ASTD, D.C. Chapter).

Dr. Benoiel's more than 20 years of academic experience includes teaching Conflict Resolution and Effective Negotiation in the MBA Program at The Johns Hopkins University, and in the Executive Program at the University of Maryland, University College. His students nominated him several times to the Best Teacher Award. Currently he is serving as a Practice Associate Professor of Organizational Behavior at the Lee Kong Chian School of Business, Singapore Management University (SMU) and Co-Director of the Asian Negotiation Program (ANP) at SMU

INTRODUCTION

This masterclass is designed to give experienced negotiators the opportunity to hone their skills and to achieve better results from different negotiations situation. Many practitioners find themselves in negotiation situations by default, not having had formal training and development to support their positions. When facing these sophisticated situations, negotiators need highly develop skills and strategies to guide them through the intensive preparation and planning process that is often the difference between getting what you want and settling for what the other side will give you.

**Delegates will received a
free copy of**



Who should attend?

CEOs, MDs, VPs, Directors, Division head, Senior Managers, Managers, Head of Departments of:-

- Procurement
- Trading
- Business development
- Supply chain
- Operations
- Corporate and Government affairs/relations
- Corporate Planning and Development
- Sales
- Purchasing & Sourcing
- Marketing
- Finance
- Legal
- Vendor Management
- Human Resources
- Trading
- Business development
- Supply chain
- Operations
- Corporate and Government affairs/relations
- Corporate Planning and Development

From cross industries especially:

- Manufacturing
- Telecommunication
- Retail
- Oil & gas
- Banking & finance
- FMCG
- Services
- Conglomerates
- Healthcare

Publications and Presentations

Negotiating as a Team. Today's Manager, Aug-Sep, 2007.

Negotiating Masterfully. Today's Manager. Dec 2006-Jan 2007.

Advanced Negotiation Strategies.

October 8-11, 2007, New Delhi and Mumbai.

Advanced Negotiation Strategies.

May 18-19, 2007, Manila.

Team and Multiparty Negotiation Strategies.

Dec 7-8, 2006, Singapore.

Advanced Negotiation Strategies.

August 7-8, 2006. Kuala Lumpur.

Negotiating Masterfully. Project Management Institute.

Hong Kong. August 4-5, 2006.

Negotiate Masterfully. Project Management Institute (PMI).

March 15, 2006. Cincinnati, Ohio

Effective Negotiation. Academy of Negotiation Europe.

February 22, 2006. London, England.

A Profile of Master Negotiators. Washington D.C. Chamber of Commerce.

March 24, 2005.

Take It or Leave It: The Use of Ultimatums. Ngocia International Conference.

November 2003. Paris, France.



Key Benefits

- Identify the competencies of world class Master Negotiators
- Learn how to create mutual value and win-win deals
- Know how to negotiating with and without power
- Identify your negotiating style by using the Master Negotiator Profile (MNP) and the Herrmann Brain Dominance Instrument (HBDI)
- Use the HBDI to influence your counterpart's
- Learn how to negotiate in teams and with multiparty
- Understand the power of building coalitions
- Identify and manage psychological traps
- Understand the universal principles of influence

Course Timetable

8.30 am	: Registration
9.00 am	: Training starts
10.30pm to 10.45am	: Morning refreshment
12.30pm to 1.30pm	: Lunch
3.00pm to 3.15pm	: Afternoon refreshment
5.00pm	: End of day

VMAC Business Group's **Advanced Negotiation Strategies Masterclass** provide you with a due diligence framework that will ensure that you are able to:

- *understand the full impact of both internal and external negotiation activities*
- *move your negotiation from claiming value to creating value*
- *successfully manage complex negotiations with challenging parties*

Day 1

Masterful Due Diligence

- Why negotiators fail to plan and prepare
- Scenario planning and the trap of preparation
- "Irrational" negotiations and fairness
- Knowing what you need and must have from each deal
- Develop alternatives and "no deal option"
- The power to walk away from the deal

HANDS-ON SIMULATION: One-on-One Negotiations

Negotiating Styles

- Creating and claiming value
- Explore interests not positions
- Invent creative options
- The true nature of effective negotiation
- How to design value-creating deals
- How to make concessions
- How to make and respond to offers

Negotiating With and Without Power

- What gives negotiators power?
- How to increase your power?

Think Strategically

- Map all the stakeholders
- Forming winning coalitions
- Unity: keeping your coalition together
- Blocking threatening coalitions
- Decision rules
- Multiparty negotiation

HANDS-ON SIMULATION: Multiparty Negotiations

Day 2

Profile Your Negotiation Style

- The Master Negotiator Profile (MNP)
- Herrmann Brain Dominance Instrument (HBDI)
- The Whole Brain Negotiator
- Implications of self and team negotiation profiles

EXERCISE: Herrmann Brain Dominance Instrument

The Art and Science of Persuasion

- The universal principles of persuasion
- Effective influencing tactics and skills

Team Negotiation

- The complexity and dynamics of team negotiation
- Potential disputes and challenges
- Creating and building your team
- Roles, responsibilities, and decisions rules

HANDS-ON SIMULATION: Multi issue team negotiation



Delegates Details

*Please print clearly or attach business card

Name (Mr/Mrs/Ms) : _____

Position : _____

E-mail : _____

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Position : _____

E-mail : _____

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Register Now

Contact : **Marketing at**
 Tel : **+603 26159499**
 Email : **marketing@vmacgroup.com**

To register, please fax to: **+603 22841912**

Registration fee
US\$ 1,695.00

Date : 6th & 7th August 2008
Venue : JW Marriott, Jakarta

Premium Package
 Send 4 delegates & get the 5th for
FREE

Would you like to conduct this training in-house.

Terms & Condition

Registration Fee
 Fee covers full course documentations, refreshment and lunch. Full payment is required within 5 working days upon receipt of invoice. Payment must be made via credit card or electronic transfer. Seat is confirmed only upon receipt of payment. Delegates will be responsible for their own accommodation.

Confirmation Details
 After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the training coordinator at VMAC Business Group training.

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 A full refund less administration fee of USD 200 will be given for cancellation requests received not later than 21 working days before the event. Delegates who cancel less than 21 working days before the event, or who don't attend, are liable to pay the full course fee and no refund can be given. However, if you wish to attend the next course, and you have paid your course fee in full, you will be given a credit voucher. Please note that you can only transfer once.

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