

Business Negotiation Excellence Masterclass

8th & 9th February 2010 • J.W Marriott Hotel, Kuala Lumpur, Malaysia



Course Facilitator:

Michael Benoiel, Ph.D
Director
Center of Negotiation

Author of business books



- The Upper Hand
- Done Deal: Insights from Interviews with the World's Best Negotiators
- Negotiating

Official Hotel:



JW MARRIOTT
KUALA LUMPUR

Corporate Partner:



Proudly Organised by:



Testimonials

"Dr. Benoiel's presentation and approach to negotiating masterfully is very useful and important to practice. I have learned greatly in this workshop and benefited from him, especially on the application of the Herrmann Brain Dominance Instrument (HBDI "whole brain" technology) to negotiation."

~ Norita Muhamed, Procurement and Development Manager, British American Tobacco

"The Advanced Negotiation Strategies workshop was EXCELLENT! Dr. Benoiel knows his subject matter extensively."

~ Ravi Kumar Nair, Head of Marketing, Malaysia Marine and Heavy Engineering

"Dr. Benoiel was OUTSTANDING. The reception and feedback from our Project management Institute membership was record-breaking. I highly recommend his seminar. His insights and techniques are practical and applicable immediately to any situation, in any industry. I highly recommend him."

~ Susan Thomas, Vice President Programs, Project Management Institute

Key benefits of attending this workshop:

- ❖ **UNDERSTAND** and use a comprehensive negotiation analytic framework
- ❖ **PLAN** and apply negotiation moves: setup, re-arranging, and shutout moves
- ❖ **KNOW** how to create mutual value
- ❖ **TRANSFORM** positions to interests
- ❖ **RECOGNIZE** and apply the core competencies of Master Negotiators
- ❖ **IDENTIFY** your personal negotiation style
- ❖ **IDENTIFY** and apply the tactics of effective persuasion
- ❖ **LEARN** negotiate efficiently and effectively in teams
- ❖ **KNOW** how to negotiate well with multiple parties in competitive markets

UNI training courses are thoroughly researched and carefully structured to provide practical and exclusive training applicable to your organization.

Benefits include:

- Thorough and customized programmes to address current market concerns
- Illustrations of real life case studies
- Comprehensive course documentation
- Strictly limited numbers

Workshop Overview

In today's cross-cultural business environment, a professional manager/senior executive's Professional success is largely dependent on his/her ability to influence others and reach efficient agreements with various stakeholders-suppliers, customers, government officials, colleagues, or employees. Since the interests, perceptions, attitudes, or values of the various stakeholders often differ, it is always a challenge for senior business professionals to reach efficient and mutually beneficial agreements.

This highly intensive interactive workshop will provide with the attendees a comprehensive training on business negotiation skills and methodologies that have proven useful in today's complicated business world with a particularly focus on how to create value by using effective negotiating strategies to improve the trainees' effectiveness in their organizations.

Instructional Methods

This workshop is highly interactive and experiential. It will capitalize on the delegates' experiences and on the value of dynamic negotiation simulations. The negotiation **simulations were developed by the Harvard Business School, Harvard University; and Kellogg Business School, Northwestern University.**

Self-Assessment: Master Negotiator's Profile (MNP). The MNP is based on Dr. Michael Benoliel's research on Master Negotiators. The research findings are described in the books titled, *Done Deal: Insights From Interviews With the World's Best Negotiators* (Platinum Press, 2005); *The Upper Hand* (2006); and *Negotiating* (DK Publishing, 2009). The MNP consists of 54 questions and measures nine dimensions of negotiation mastery.

PRE-COURSE QUESTIONNAIRE

To ensure that you gain maximum value from this course, a detailed questionnaire will be forwarded to you upon registration to establish your exact training needs and issues of concern. Your completed questionnaire will be analysed by the course trainer prior to the event and addressed during the event. You will receive a comprehensive set of course documentation to enable you to digest the subject matter in your own time.

Program Schedule

(Day 1 - Day 2)

08:30	Registration
09:00	Morning Session Begins
10:40 - 11:00	Refreshments & Networking Break
12:45	Luncheon
14:00	Afternoon Session begins
15:30 - 15:50	Refreshments & Networking Break
17:00	Course Ends

DAY 1 / 8th February 2010

BASIC NEGOTIATION CONCEPTS: A REVIEW

Simulation: One-on-one negotiation

MASTER DUE-DILIGENCE: NEGOTIATION ANALYSIS

- ❖ Enter the room well armed
- ❖ Why negotiators fail to prepare
- ❖ Psychological trap of poor preparation
- ❖ Continuous contingency planning

Simulation: One on-one marketing endorsement contract negotiation

SETTING OBJECTIVES

- ❖ "Must have" and "like to have"
- ❖ Commitment to objectives
- ❖ The power to walk away

NEGOTIATION TACTICS

- ❖ Fairness and reciprocity
- ❖ Offers and counter-offers strategies
- ❖ Concessions strategies

Simulation: One-on-one negotiation

NEGOTIATION STYLES

- ❖ Integrative
- ❖ Distributive
- ❖ Mixed move
- ❖ Dealing with different negotiation styles
- ❖ Identify your negotiating style

DAY 2 / 9th February 2010

VALUE CREATION

- ❖ Learn how to create value and optimize agreements
- ❖ Variations of agreements
- ❖ Complexities and challenges of team negotiation

Simulation: Team negotiation – expanding the pie.

ART AND SCIENCE OF PERSUASION

- ❖ Universal principles of persuasion
- ❖ Applying persuasion principles to negotiation

NEGOTIATION, AUCTION, AND NEGOTIAUCTION

- ❖ Strategies of buying and selling
- ❖ Maximizing buying or selling values
- ❖ Negotiate or auction?

Simulation: Spot Market

ACTION PLAN: APPLICATION

ABOUT YOUR COURSE FACILITATOR

Dr. Benoiel is the Director of the Center for Negotiation located in Potomac, Maryland, USA. In his 20-year career as a management consultant and corporate trainer, he has trained managers and executives in Advanced Negotiation Strategies; Conflict Management; Strategic Planning, Team Building, and Transformational Leadership in the United States, Asia, Africa, and the Middle-East.

Dr. Benoiel 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) As a certified trainer in Herrmann Brain Dominance Instrument (HBDI), he uses the "whole brain" approach in his practice.

As a professor of management, Dr. Benoiel's academic experience include teaching Conflict Management 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.

An international speaker, Dr. Benoiel is affiliated with The London Speakers Bureau; Saxton Speakers Bureau; The Speakers Agency; Sydney Speakers Bureau; and The Australian Speakers Bureau. He has given presentations and workshops on Negotiating Masterfully in London; New York; Hong Kong; Singapore; Cincinnati; Washington, D.C.; Paris; Venice; Kuala Lumpur, Malaysia; and Kampala, Uganda.

Dr. Benoiel's clients include but not limited to:

- ✓ Microsoft
- ✓ Hewlett-Packard
- ✓ Motorola Electronics (China)
- ✓ Bosch
- ✓ ABN-AMRO
- ✓ Petronas(Malaysia)
- ✓ Halliburton
- ✓ Johnson & Johnson
- ✓ Cathay Pacific Airways
- ✓ Manulife
- ✓ RICOH
- ✓ The Regency Hotels Group
- ✓ Indian Oil
- ✓ Barrister Microsystems Corporation
- ✓ Citadel
- ✓ Singapore Institute of Management
- ✓ Uganda Revenue Authority
- ✓ Kampala International University
- ✓ AMD (Advanced Micro Devices)
- ✓ PTT Chemicals
- ✓ Vishay Intertechnology
- ✓ Agilent Technology
- ✓ Institute of Systems Sciences (Singapore)
- ✓ Deutsche Bank
- ✓ Exxon Mobile
- ✓ Petronas-Mitco (Japan)
- ✓ Bayer Health Care
- ✓ Singapore Tourism Board
- ✓ British American Tobacco
- ✓ American International Assurance (AIG)
- ✓ AT & T Asia Pacific
- ✓ Prudential (Singapore)
- ✓ PSI International
- ✓ The Haba Group of Companies
- ✓ The Institute for Building Sciences
- ✓ Malaysia Oxygen
- ✓ Uganda Customs Service
- ✓ Mekong Capital
- ✓ Mermaid Maritime
- ✓ BP (British Petroleum)

WHO SHOULD ATTEND THIS WORKSHOP?

Director, VPs, Division heads, Senior Managers, Managers, Executive in charge of :

- ✓ Sales , Marketing & Business Development
- ✓ Logistics and Supply Chain
- ✓ Project management
- ✓ Sourcing and Procurement
- ✓ Vendors & Subcontractors

From various industries particularly:

- ✓ Telecom/IT
- ✓ FMCG
- ✓ Manufacturing
- ✓ Oil & Gas
- ✓ Infrastructure/engineering
- ✓ Pharmaceutical