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EVENT

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Dr. Beniel's  
book for  
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# ADVANCED NEGOTIATION STRATEGIES

Enhance Your Existing Negotiation Skills by Applying  
the Master Negotiator's Strategies

17TH & 18TH JULY 2006

BERJAYA TIMES SQUARE HOTEL, KUALA LUMPUR

## A HIGHLY-INTERACTIVE SERIES OF MODULAR SESSIONS WHERE DELEGATES WILL:

- ◆ **Explore** the **9** negotiation core competencies in **The Master Negotiator's Profile** based on the personal interviews with the World-Class Master Negotiators.
- ◆ **Understand** the Implications of the **Win/win Concept**
- ◆ **Identify** your **BATNA** (*Best Alternative To a Negotiated Agreement*) to guarantee that you will not leave the negotiation a loser
- ◆ **Discover** how you can significantly increase your capability to **strike deals** that deliver more value
- ◆ **Experience** how **WATNA** (*Worst Alternative To a Negotiated Agreement*) can bring parties back to the table
- ◆ **Examine** how to overcome **negotiation obstacles** and high pressure situations

## WHAT YOU WILL BRING BACK:

- ◆ **MNP (Master Negotiator's Profile** - Identify your negotiating profile based on extensive research
- ◆ **PERSONAL ACTION PLAN** – To assist you in further improving your Negotiation Capabilities
- ◆ **PROVEN & TESTED** Tools & Techniques guide for a Successful Negotiation Strategies
- ◆ **SOLID RESEARCH** about the Best Practices of World-Class Master Negotiators based on personal interviews

## FACILITATED BY :



**Dr. Michael Beniel**  
Director  
Center for Negotiation  
Senior Consultant  
The Negotiation Academy—  
Europe



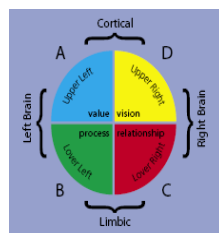
## ORGANISED BY :



## BONUS

### THE 4 PILLARS OF 'WHOLE BRAIN' NEGOTIATION

- based on HBDI (Herrmann Brain  
Dominance Instrument)



**REGISTER TODAY! CALL : +603 9282 6399**

ETELS TRAINING NETWORKS SDN BHD

Day One  
Monday,  
17th July 2006

## ADVANCED NEGOTIATION STRATEGIES

Studies show that today's professionals spend up to **25%** of their time negotiating. Therefore, the success of these professionals and the **success of their organisations rest heavily on developing effective negotiating skills.**

Managerial success is largely dependent on the manager's ability to reach efficient agreements with various stakeholders – suppliers, customers, government officials, or employees. **Reaching efficient and effective agreements** is quite challenging since the stakeholders do not have the same interests, perceptions, attitudes, or values.

In this workshop, the participants will learn how to **more effectively negotiate with the people they work with both inside and outside of their company**, to resolve conflicts creatively, and to make sure that the messages they want to get across are the messages received. Workshop participants will be able to observe every aspect of the negotiation process, from initial contact to closing and then improve on them.

### 0800 REGISTRATION AND WELCOME COFFEE

#### 0900 INTRODUCTION

ACTIVITES

- ★ Participants will interview each other regarding the successful applications of Skills they learned in the previous course and share their expectations for the **Advanced Workshop**

### 0930 MASTERING THE SUBSTANCE

- ◆ Why many negotiators enter the room virtually unarmed
- ◆ The nature of preparation :
- ◆ **Meticulous planning** and in-action improvisation
- ◆ Continuous **Contingency Planning**
- ◆ Diligent cognitive, emotional, and physical preparation

### 1030 MORNING REFRESHMENTS

ACTIVITES

#### 1045 KNOWING YOUR OBJECTIVES AND BOTTOM LINE

- ◆ Setting your **"must have"** and **"like to have"** objectives
- ◆ Managing the tension between **"Firmness"** and **"Flexibility"**
- ★ **GROUP EXERCISE** : Reflection, discussion, and analysis
- ★ **ROLE-PLAY** : One-on-one, multi-issue on negotiation - *Jose Ocampo and SportsGear*

### 1230 NETWORKING LUNCHEON

### 1330 CHOREOGRAPHING THE RELATIONSHIP DANCE :

- ◆ The value of **good relationships**
- ◆ How Master Negotiators build relationships

### 1400 NEGOTIATING FROM BOTH SIDES OF THE TABLE

- ◆ **Negotiation styles**: "Creating versus Claiming value"
- ◆ Understanding your counterpart's interests, capabilities, and limitations
- ◆ **Harmonising interests**: inventing creative options and trade offs

ACTIVITES

### 1500 NURTURING TRUST

- ◆ The risky nature of trust: To trust or not to trust
- ◆ How Master Negotiators nurture trust
- ★ **GROUP DISCUSSION**: Building relationships and trust in Malaysia

- ★ **GROUP EXERCISE** : Multi-party, multi-issue negotiation simulation

- ★ **SIMULATION** : *Towers Market*

### 1530 AFTERNOON REFRESHMENTS

### 1545 THINKING STRATEGICALLY

- ◆ Mapping stakeholders' interests
- ◆ **SWOT Analysis**: Assessing your and the other side's power
- ◆ **"Coalition Building"** and **"Coalition Splitting"**
- ◆ Managing the dynamics in multiple negotiation tables

### 1700 OPEN FOR Q&A SESSION

### 1730 END OF DAY ONE

### WHO SHOULD ATTEND

This workshop is designed for people who want, or who need to develop effective skills in the more complex and challenging aspects of the negotiation process. It is appropriate for all professionals who find themselves negotiating as a key part of their vocational environment.

- ◆ **Sales / Commercial**
- ◆ **Procurement / Purchasing**
- ◆ **Account Management**
- ◆ **Business Development**
- ◆ **Government**
- ◆ **Project**
- ◆ **Marketing**
- ◆ **Front Line / Production**
- ◆ **Executive Management Team**

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Day Two  
Tuesday,  
18th July 2006

## ADVANCED NEGOTIATION STRATEGIES

0830 RE-REGISTRATION AND WELCOME COFFEE

### 0900 MANAGING THE NEGOTIATION PROCESS

ACTIVITES

- ◆ Types of processes :
  1. Structure : tight, semi-structured, and loose
  2. Administrative process
  3. Psychosocial process
- ◆ Process management skills
- ◆ Determine ripeness : **Is There a DEAL?**

★ **GROUP DISCUSSION:** Preferred processes and structures in Malaysia

1030 MORNING REFRESHMENTS

### 1045 DESIGNING THE ARCHITECTURE

ACTIVITES

- ◆ Determine the issues—**Negotiable and Non-negotiable**
- ◆ Making the Team—criteria of designing your team
- ◆ Location and Schedule

★ **GROUP EXERCISE :** Multi-party, multi-issue negotiation simulation

★ **SIMULATION :** *Harboco*

### 1200 UNDERSTAND BARRIERS TO RATIONAL NEGOTIATION

ACTIVITES

- ◆ Overconfidence
- ◆ Mythical-fixed Pie
- ◆ Reactive Devaluation
- ◆ Commitment to Escalation
- ◆ Endowment Effect
- ◆ Groupthink
- ◆ Anchoring and Adjustment
- ◆ The Winner's Curse

★ **ROLE-PLAY :** *Barriers*

1230 NETWORKING LUNCHEON

### 1330 TAKE IT OR LEAVE IT

ACTIVITES

- ◆ Avoiding destructive power tactics
- ◆ Why most ultimatums fail

★ **GROUP EXERCISE :** Multi-party, multi-issue negotiation simulation

★ **ROLE-PLAY :** *The Ultimatum Game*

### 1500 NEGOTIATOR'S INTELLIGENCES

ACTIVITES

- ◆ Elements of cognitive, emotional, and social intelligences

★ **INFLUENCING STRATEGIES: THE POWER OF PERSUASION** by Roger Fisher. (VIDEO)

- ◆ some of the principles of principled negotiation where the focus is on interests and not positions.

★ **DVD: STANFORD EXECUTIVES BRIEFINGS: THE POWER OF PERSUASION** by Robert Cialdini. (VIDEO)

- ◆ provides insights on what makes individual successful in their attempts to persuade others. It highlights **6 principles** that lead to ethical and enduring influence: **Reciprocation; Scarcity; Authority; Consistency; Liking; and Consensus** (people proof power).

1530 AFTERNOON REFRESHMENTS

### 1545 CONFLICT MANAGEMENT STYLE

- ◆ Sources of Conflict
- ◆ Conflict Stages
- ◆ Strategies of **Managing Conflict**
- ◆ Conflict Management Skills

### 1545 INDIVIDUAL EXERCISE: NEGOTIATION SELF ASSESSMENT

ACTIVITES

★ **MNP : The Master Negotiator Profile** is based on the Profile of World-Class Master Negotiators. It is a self-assessment instrument which measure **9 negotiating competencies**.

★ **Negotiation Skills Action Plan :** where the participant record their insights and commitment to improve their negotiation skills

1700 OPEN FOR Q&A SESSION

1730 END OF DAY ONE

**" Negotiation is, in short a kind of universal dance with four stages or steps. And it works best when both parties are experienced dancers."**

Richard Shell

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**YOUR WORKSHOP  
LEADER**

## ADVANCED NEGOTIATION STRATEGIES

### Leading Authority in the Field of Best Practices in Negotiation



Dr. Benoliel is a the **Director of the Center for Negotiation** located in Potomac, Maryland, USA, and a **Senior Consultant with The Negotiation Academy - Europe**. In his more than 20-year career as a management consultant and corporate trainer, he has provided consulting and training services to organisations in the United States, Africa, and the Middle-East.

Dr. Benoliel is a **Certified HBDI (Herrmann Brain Dominance Instrument ) Trainer** and an author of the book titled, *Done Deal: Insights from Interviews with the World's Best Negotiators* (Platinum Press, 2005).

It is based on his **personal interviews with the world's best negotiators** in business, diplomacy, labor, sports and law. Some of the interviewees are: **United States Secretary of State, James Baker; U.S. Senator, Robert Dole; Vice Chairman of Time Warner, Kenneth Novack; Chairman and Chief Executive Officer of Black Entertainment Television; U.S. Trade Representative, Charlene Barshefsky; Leading sports agent in the United States, Leigh Steinberg.**

The book was selected by *The Chicago Tribune* as one of "The Best Business Books of 2005". Dr. Benoliel media interviews and appearances in the United States include: Bloomberg Television; CAN TV Channel 21, Chicago; BusinessWeek; The Deal: The Cincinnati Enquirer; The Washington Diplomat; Realtor Magazine; The Wall Street Radio Network; National Public Radio (NPR); Voice of America; WNTN Boston; Metro Radio Network; WXRK New- York; Florida Radio Network; and Business Talk Radio Network .

Dr. Benoliel, an **international speaker**, is affiliated with: The London Speaker Bureau; Celebrity Speakers Agency; Saxton Speakers Bureau; The Speakers Agency; and The Australian Speakers Bureau. He has presented in numerous national and international conferences. Recently he has given presentations on Effective Negotiation in Washington, D.C.; Paris; Venice; Tel-Aviv; and Kampala.

#### DELEGATES COMMENTS FROM DR. BENOLIEL WORKSHOPS

*"Dr Benoliel was OUTSTANDING. The reception and feedback from our membership was record-breaking. I highly recommend his seminar for your chapter. His insights and techniques are practical and applicable immediately to any situation, in any industry. I feel strongly that as project managers, we don't get enough of the 'soft skill' training, which comprises about 80% of our work."*

Project Management Institute (PMI)

*"Dr. Benoliel is one of the best instructors I have had the pleasure to oversee. As a master professor, he is dynamic, a skilled group leader, and a superb discussion facilitator. Not only is his delivery and mastery of the material excellent, he also has sensitivity to the needs and interests of the participants."*

Johns Hopkins University

*"Washington D.C. Chamber of Commerce members found the seminar, "Strategies of Master Negotiators," informative, interactive and motivating. Executives and decision makers at all levels benefited from Dr. Benoliel's extensive research and instructional guidance on the key points of how to negotiate and the seminar exercise dramatically illustrated those points."*

DC Chamber of Commerce

*"We found your presentation knowledgeable and professional, and we also enjoyed the touches of wit that made the seminar even more interesting and informative."*

Barrister Microsystems

#### CLIENTS THAT HAVE WORKED WITH DR. BENOLIEL

- ◆ Project Management Institute (PMI)
- ◆ Washington D.C. Chamber Of Commerce
- ◆ Hotel Sans Souci, Florida
- ◆ Barrister Microsystems Corporation
- ◆ United States Agency for International Development (USAID)
- ◆ The Regency Hotels Group
- ◆ The U.S. Customs Service
- ◆ The Haba Group of Companies
- ◆ Victoria Trading Company
- ◆ The Uganda Revenue Authority
- ◆ The Institute for Building Sciences
- ◆ Management Concepts
- ◆ Tadiran Corporation
- ◆ PSI International
- ◆ The Ugandan Customs Service
- ◆ The Israeli Ministry of Immigration
- ◆ Sheraton Hotels

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