



**Asia Masters Center**

# Advanced Negotiation Skills: Mastering Negotiation Skills



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## Advanced Negotiation Skills Mastering Negotiation Skills

### Course Objective

- Have a deep understanding of the key analysis of the negotiation process and how to influence others to get more of what you need and want
- Have developed a range of highly effective negotiating skills and strategies that can be used in a range of situation
- Be able to effectively analyze, plan and prepare for every negotiation
- Understand the benefits of controlling and reading body language when influencing others
- Have become a more effective and confident negotiator
- Have enhanced an essential operational, management and leadership skill that will increase your performance on a daily basis
- Apply financial analysis techniques to improve investment decision-making



## Target Audience

- managers
- senior buyers
- project managers, civil engineers
- construction managers
- contractors, sub-contractors
- site engineers, senior management
- government agencies
- architects, construction professionals
- anyone responsible for purchasing at a senior level who seeks to enhance their skills further.
- Purchasing and supply chain managers Project managers.



## **Course Outline**

### **Introduction to Negotiation – The Starting Point for Improvement**

- Thinking outside the box
- Positivity & Negativity and its affect on negotiation
- Acquiring a positive attitude to the negotiation process
- Proposal format – simple, focused & logical
- Placing yourself above the competition with your proposal
- The psychology the negotiation – Knowing your opponents driving force
- The feel-good factor
- Questioning & listening techniques



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### **Understanding Behavioural Style to Negotiate Better**

- Knowing and understanding your own behavioural style – keys to how you negotiate
- Negotiation Style Assessment
- Approaches to negotiation
- The ‘win:win’ and why it is misunderstood
- The two distinct approaches to negotiation
- Communication style and the negotiation process
- Adapting to different communication styles
- Negotiation and ethics

### **Developing a Strategic Approach to Negotiation**

- A strategic approach to negotiation – Distributive negotiation strategies
- BATNA, Zone of Possible Agreement
- Openings, anchors, offers and counter offers
- A strategic approach to negotiation – Integrative negotiation strategies
- Sharing information, diagnostic questions & unbundling issues
- Package deals, multiple offers and post-settlement settlements
- Knowing and maintaining your sources of negotiation power
- Sales negotiation behaviour – a practical approach



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### **Interests, Planning and Understanding Body Language**

- Wants and needs – the importance of identifying needs
- Emotional intelligence and its role in negotiation
- The importance of body language and non-verbal behaviour
- What is body language and how do we accurately read it?
- Understanding thoughts from body language
- How to use your own body language to negotiate more effectively
- Resolving disputes – learning to mediate to create better deals
- Techniques of the mediator – practical mediation skills to help resolve disputes

### **Negotiating with Different Nationalities and Cultures**

- Face to face negotiation – dealing with different cultures
- British & American
- Japanese & Chinese
- French & German
- Advice for cross cultural negotiators
- International team negotiation exercise
- Putting negotiation techniques into practice – putting a deal together
- Summary session and question
- The design of financial models for forecasting and decision-making



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## **➔ The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

## **➔ The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.



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### Price (USD)

Communicate with the training department  
to know the participation fees

➤ **There are offers and discounts for groups**

### The details of the bank account

Bank name: CIMB Bank Berhad

Account name: Asia Masters Center SDN. BHD

Bank account number: 80-0733590-5

Swift code: CIBBMYKL

IBAN: Null