5 Key Takeaways

1. **Awareness of Your Negotiation Style**
   Heighten awareness of strengths, weaknesses and areas of improvement as a negotiator

2. **Negotiate with Confidence**
   Build confidence in using strategic negotiation processes, frameworks and tools

3. **Build Strong Alliances**
   Enrich understanding of the power of building strong alliances

4. **Creating Your Strategy to Win**
   Improve success rates for win-win outcomes by strategizing and managing your negotiation

5. **Negotiation Techniques**
   Empower yourself with powerful techniques that are tried and tested by master negotiators

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**Strategic Negotiation Skills**

Negotiate your way to high-value victories

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**AVANCED**

Suitable for Senior Management

**2-DAY WORKSHOP**

3-4 Oct 2017

60 Paya Lebar Road, Paya Lebar Square
#10-43, Singapore 409051

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momenta
the people driving performance
About the Workshop

Whether the stakes are complex multi-million dollar deals or informal agreements with colleagues, successful negotiation skills are essential to get the most favorable outcomes for all parties while maintaining strong relationships. Strategic Negotiation Skills will equip individuals with the capabilities to create collaborative environments during negotiations with colleagues, clients and business partners to achieve long-term win-win results.

This two-day workshop is designed to help corporate professionals acquire skills and tools to manage diverse opinions, tackle disputes and reach mutual agreements while maintaining amicable business relationships. Individuals will be able to apply negotiation skills with poise, confidence and fluency even in high-pressure situations, leading to highly-sustainable working partnerships.

Specially designed with high-value B2B, B2B2C and B2C sales environments in mind, this highly-interactive workshop enables participants to learn through real-world solutions that they can apply to their work immediately.

Who Should Attend?

Professionals of various industries, including but not limited to:

- Sales Team Leaders
- Senior Sales Managers
- Sales Directors
- Marketing Professionals
- Business Development Managers
- Account Managers
- Relationship Managers
- Purchasing Managers
- Procurement Managers

Course Outline

Day 1

Tactical vs. Strategic Negotiations

- Negotiations vs. bartering
- Consequences of failed negotiations
- Negotiation styles

Value-Based Negotiation Framework

A: Planning

- Knowing yourself and your counterparty
- Mapping your strategy
- Differentiating wants vs. needs
- Knowing the consequences of No Deal vs. Upside Potential
- Making goals and decision trees
- Grasping the art of negotiation – Lifecycle vs. Tradable Cards
- Understanding conflict modes

B: Discovering

- Using behavior profiling tools to gain insights approaching a negotiation
- “Power” mapping your counterparty and using it to plan your approach
- Leveraging the “trust formula” to create an environment of collaboration and build rapport with the counterparty
- Balancing advocacy and inquiry during a meeting
- Creating an atmosphere for a successful outcome
- Structuring questions strategically
- Recognizing and deciphering body language, clues and cues

Win-win Outcome

<table>
<thead>
<tr>
<th>You</th>
<th>Counterparty</th>
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<tr>
<td>Win</td>
<td>Collaborative (principle-centred) (person-focused)</td>
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<tr>
<td>Lose</td>
<td>Competing (contentious) (adversarial) (victory-focused)</td>
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Influencing Techniques
Day 2

Value-Based Negotiation Framework (continued)

C: Negotiating

> Grasping negotiation tactics and approaches
> Creating choices
> Pitching a win-win outcome (6Cs)
> Making effective concessions
> Persuading and influencing
> Learning about price, speed, and the Quality Triangle
> Understanding tag teaming

D: Deal

> Knowing how to strengthen your low-value tradables
> Handling objections and knowing “what to say” and “how to say it” via the 4E tool
> Understanding “lever” and how to use it
> Learning mediation skills to manage interpersonal and workplace conflicts
> Finding ways to develop solutions together with your counterparty – ideal resolutions that addresses his/her needs and issues
> Getting to a “yes”

About The Trainer

Carl Thong
Group MD
momenta

Carl is the Group Managing Director of momenta. In addition to being an entrepreneur, he is an advisor to board members of multinationals and government organizations. Prior to setting up his own businesses, Carl held C-level and director positions in the USA, Japan, South Africa, Malaysia and Singapore. Carl frequently speaks at numerous industry events and currently serves on the board of several professional bodies. He has authored two books on marketing and corporate risk management.

Having lived and worked in five countries, Carl is very comfortable with teams of diverse backgrounds and experiences. Coming from a tri-cultural background, he is fluent in three languages (English, Mandarin and Bahasa Indonesia) and has a working knowledge in Japanese.

Professional Experience

> Chairman (current) – Incontech, a holding company involved in retailing, healthcare, financial services and education.
> CEO – DynaFront, an IT company specializing in banking and insurance solutions. A GE Capital investment.
> Director & International Trade Manager – Epitope, a biotech company, listed in NASDAQ.
> Business Analyst – Epistat, a technology transfer management consulting firm.

Industry Expertise

> Financial services – Retail banking, private banking, investment banking, insurance, asset management
> Healthcare, life sciences & biotechnology
> Fast moving consumer goods

Training Expertise

> Strategy & Innovation – Blue Ocean Strategy, Strategic Thinking & Business Planning, Strategic Marketing
> Leadership – Advance Leadership, Performance Management, Crisis Management
> Business Development – Advisory Selling, Strategic Negotiations, Account Management, Master Presentation Skills
> Assessment Center & Competency Standards
Strategic Negotiation Skills

- out2win

**EARLY BIRD FEE**
- SGD 1,195 (Register by 12th Sep 2017)
- SGD 1,395

**Date:** 3-4 Oct 2017

**Venue:** 60 Paya Lebar Road, Paya Lebar Square
#10-43, Singapore 409051

Price stated is exclusive GST

Fee for this workshop includes learning materials, lunch & refreshments.

This workshop is PIC Claimable. For more info, visit:
http://www.iras.gov.sg/irashome/PICredit.aspx

**Payment Method**

**By bank transfer:**
- Beneficiary name: momenta Group Pte Ltd
- Remit to A/C: 314-303-269-6
- Bank name and branch: UOB Ltd, Upper Thomson Branch
- Bank/Branch code: 7375/007
- Swift code: UOVBSGSG

**By NETS/Credit Card:**

To secure a seat, please provide your credit card details:

- Name of holder
- Card number
- Date of expiry
- Visa
- MasterCard
- JCB
- American Express

This amount will only be blocked on your card. You may settle the payment upon arrival on the day of the workshop by cash, NETS or credit card.

**Registration Details**

**Participant Details**

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**Additional Delegates**

10% GROUP BOOKING DISCOUNT (for 3 delegates)

- Name | Mr / Mrs / Ms |
- Job Title |            |
- Telephone |            |
- Email |            |

*Available for delegates from one organization attending the same workshop. For larger groups, contact us for a quote.

**Terms & Conditions**

Once the booking is received, the place(s) is confirmed. No refunds will be made for any cancellations. However, program credits of equivalent value only applicable for momenta workshop will be provided. Credits can only be redeemed for one program and is valid for only one (1) year from date of issue. Substitution with a qualified candidate is allowed by providing at least 5 working days of advanced notice to momenta. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee. momenta reserves the right to change the timing of the workshop, the facilitator, date and venue due to reasons beyond their control. In the unlikely event that the workshop is cancelled, momenta will refund the full amount and disclaim any further liability. An invoice and registration confirmation will be sent within 7 days. ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE WORKSHOP.

**OTHER UPCOMING WORKSHOPS FOR 2017:**

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<th>WORKSHOP</th>
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<th>NOV</th>
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<td>Coaching for Optimal Employee Engagement – coach2grow</td>
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