



# **NEGOTIATE TO WIN: SKILLS & TECHNIQUES TO IMPROVE YOUR NEGOTIATION EFFECTIVENESS**

***"Negotiate the Deal/Result You Want ... Every Time"***

**19 – 20 Sep 2017 / 6 – 7 Nov 2017 \* Seri Pacific Hotel KL**

## **MASTER NEGOTIATION STRATEGY**

- Do you usually avoid negotiations because you find them uncomfortable?
- Do you spend long nights wide awake when you have to climb out of bed the next morning before sunrise to negotiate one thing or another?
- Do lots of your negotiations bring about misunderstandings rather than new worthwhile enterprises?
- Have you ever dreamed that you could fly through a deal without being seen as hostile or overconfident?

If your response to the majority of these questions is YES, then you need a 'helping hand' and if you attempt to focus on these next useful points, you'll find that negotiating is easy and learnable.

It's usually the variety of expectations, emotions and strategies involved that really applies the pressure to the negotiator, which easily can - and often does steer the process in the wrong direction.

In every aspect of business, negotiation has a key role to play. This course is designed to help you achieve your specific negotiation goals whether you are dealing with high value negotiations or you just want to improve your daily negotiations with colleagues or clients.

To ensure this negotiation workshop yields the results required, the trainer utilizes the latest research and information incorporating a series of top notch methodologies. Sign up today to see for yourself how our negotiation workshop will deliver faster and better results plus experience the major improvements made to your current negotiation style.

This "**Negotiate To Win**" course will arm you with a plethora of tools, strategies and tactics you can apply to achieve your key objectives. It also provides a systematic and practical structure which all negotiators whether amateur or experienced can learn and improve from. During the process you will also get to hone and sharpen your communication and interpersonal skills.

In this beneficial and practical workshop, you will obtain a solid framework, tools, techniques and skills to negotiate the outcome desired by effectively navigating the negotiation process from preparation stage to successful commitment.

## LEARNING OUTCOMES

- 👉 Become a more effective negotiator by developing your "tool kit" of negotiation tactics and strategies.
- 👉 Learn tactics that work in the real world
- 👉 Master persuasiveness and influence in negotiation
- 👉 Establish and build instant rapport with the other party
- 👉 Ensure you do not lose out in any business dealings
- 👉 Learn to get what you want without generating bad feelings
- 👉 Turn objections into business agreements
- 👉 Evaluate your level of confidence and preparation - always know if the other side is telling the truth
- 👉 Find out how to avoid giving away too much
- 👉 Analyze and improve so as to arrive at win-win negotiating outcomes
- 👉 Master key negotiation techniques required for business success
- 👉 Be able to practice tactics to prevent & break deadlocks
- 👉 Learn some of the key negotiation tactics & strategies that top negotiators employ in their business dealings

## COURSE OUTLINE FOR 2 DAYS

### 1. STRATEGIC NEGOTIATION - WHAT IS IT?

- ☞ Assessment: evaluate your strengths and weakness as a negotiator
- ☞ Assess your personality, behavior and style of working
- ☞ Understanding strategic negotiations and deal making
- ☞ 3 components and 4-stage process of negotiation
- ☞ Set objectives and goals - be very clear what you intend to achieve

**Personality Profiling: Give You an Edge and to Build Powerful Relationships**  
**Assessment of Strengths and Weaknesses**  
**Video Clip on Negotiation - Discussion and Lessons Learnt**  
**Factors to Keep in Mind during Preparation**

### 2. THE POWER OF PERSUASION AND INFLUENCE IN NEGOTIATION

- ☞ Understanding how persuasion works
- ☞ Mastering persuasive language patterns to get what you ask for
- ☞ Key logical steps to follow and use
- ☞ Essential sequencing for effective persuasion
- ☞ How to avoid resistance and sustain influence

**Influence Game - Demonstrating the Power of Persuasion**

### 3. PREPARING FOR A GOOD NEGOTIATION: SYSTEMATIC & FOCUSED

- ☞ Key ingredients of the win-win negotiation: content, atmosphere, power balance and procedures
- ☞ What information to gather and how to go about it
- ☞ Impact of timing, location and seating arrangement
- ☞ How to influence the climate of negotiation to your favor
- ☞ Consider solutions, strategy alternatives and the balance of power

## **1st Negotiation Activity: Developing Strategies Before Your Negotiation**

### **4. OVERCOMING DEADLOCKS & BLUFFING**

- ☞ The secrets that no book or university will teach you!! Learn them all here
- ☞ Tactics you have to know to minimize and overcome deadlocks
- ☞ Dealing with bluffing, manipulation and dirty tricks
- ☞ Planning and using questions
- ☞ Words and language that could swing the deal for you
- ☞ Improving your active listening skills
- ☞ Talking your way out of difficult/win-lose situations
- ☞ Applying a 6-step process to negotiating conflict
- ☞ Influencing through the other person's strategy

### **Role-Playing Conflict Resolution and Mitigation Activity: Use Of Tactics**

### **5. RAISING THE BAR: NEGOTIATING STYLE AND POWERFUL TACTICES**

- ☞ Assess yours and your opponent's style, tactics and strategies
- ☞ Practical tactics to avoid being "steamrolled" by the other party
- ☞ Conflict styles and their effects: win-win, win-lose, lose-lose negotiation
- ☞ Tools and rules to move negotiations in the right direction to achieve your goals
- ☞ Applying convincing strategies
- ☞ Match style / tactics to the issues
  - master the 4-step process towards win-win
  - how to control impulsiveness
  - how to save face-on both sides
  - how to benefit from the win-win approach

### **2<sup>nd</sup> Negotiation Activity - Strategies & Preparations (Case Study) Win/Lose Negotiation: XY Game**

### **Exercise: Tactics and Strategies Used by Top Negotiators**

### **6. BARGAINING & PREPARING TO DEAL - THE HEART OF NEGOTIATION**

- ☞ The process - the 4 steps of bargaining and planning to deal
- ☞ Anticipating possible objections and rejections
- ☞ Techniques to influence, persuade, impress and create impact
- ☞ Questioning technique and the art of asking for what you want
- ☞ Motivate and engage by reframing ideas and concepts
- ☞ Increase power using a strong WATNA and BATNA position

### **3<sup>rd</sup> Negotiation Activity: Strategic Negotiation and Deal Making (Case Study 2)**

### **7. UNDERSTANDING HUMAN MOTIVATION, BEHAVIOURS AND ATTITUDE**

- ☞ Leverage and maximize your strengths
- ☞ What is the best way to negotiate with different types of personality/behaviour
- ☞ Establishing rapport - leading and pacing the other party
- ☞ Connecting with others through subtle influencing
- ☞ Anchoring yourself to your preferred mental state
- ☞ Developing the stamina to persevere and not lose steam in long negotiation
- ☞ Escalating and de-escalating behaviour

### **Exercise & Role-Play: Stamina Gym for The Negotiators**

### **Rapport Building: Mirroring and Matching, Pacing and Leading**

## 8. MANAGING EMOTIONS DURING NEGOTIATION

- ☞ Maintaining composure & confidence
- ☞ Eliminating negative emotions
- ☞ Preventing provocations and conflicts in both sides
- ☞ Dealing with situation where power is in the hand of the other party
- ☞ The 8 primary emotional appeals
- ☞ 4 most positive emotion that will compel a person to strive for & to achieve
- ☞ 2 most negative emotions that will compel a person to try and avoid
- ☞ 15 most persuasive words that will drive a person to make a commitment

### Role Play - Emotion Management Skills for Negotiators

## 9 THE MILLIONAIRE MINDSET FOR NEGOTIATION

- ☞ Calculating risks and caution
- ☞ Break self-defeating behavior patterns
- ☞ Using subliminal and mind mastery techniques
- ☞ How to condition and program your mind to get the deal
- ☞ How to master your mind to ensure negotiation success

### Mind Mastery Techniques to Blow You Away!!

## REAL LIFE NEGOTIATION ACTIVITY

Participants will team up in groups of 3-4 & they will be given 2 hours to negotiate the best. This will be a test of Strategy, Preparation, Stamina, Tactics and Ability to Maneuver Through Various Challenges to Develop a Win-Win Situation.

### WHO SHOULD ATTEND

All senior managers and anyone who needs to solve their day-to-day work and business matters

### COMPREHENSIVE MANUAL - We Go The Extra Mile!

A practical, easy to read yet thorough set of notes for the participants. The manual also include relevant checklists, workable templates, guidelines, work sheets plus step by step procedures of all the techniques, strategies & tools taught in this course. It is **content-rich** but **summarized** for easy reading & follow through. **This Is Rachel's Special Gift To The Participants As A Fantastic Takeaway After The Course.**

### EXPERIENTIAL ACCELERATED TRAINING METHODOLOGY

To make the training effective & thought provoking yet lively & entertaining, the trainer utilizes a combination of various training methodologies including a combination of expert input plus practical sessions including:

- ☞ Expert Input, Instructions
- ☞ Comprehensive Notes, Workbook & Handouts
- ☞ Group Discussions, Presentations
- ☞ Group & Individual Exercises
- ☞ Video Clips, Brainstorming Sessions
- ☞ Practical Hands On Sessions
- ☞ Demonstrations, Role Play
- ☞ Relevant Games & Activities

- 👉 Creative Music, Visualization, Clearing Techniques
- 👉 NLP Tools

### COURSE TRAINER

**Rachel Khor - Creative, Dynamic, Inspiring, Charismatic, Versatile**

- Certified Master Performance Coach (ICF Approved - International Coach Federation)
- From DC Psychology International and American Institute of Business Psychology
  - Certification in Colored Brain Communication
  - Certification in Human Drivers and Motivation
  - Certification in Dynamic Speaking
  - Certification in Curriculum Development
- Certified Trainer in Emotional Quotient
- Certified Trainer PSMB (Ministry of Human Resources Malaysia)
- Certification in Neuro Linguistic Programming (NLP)
- Certification in Hypnotherapy from London College of Clinical Hypnosis (LCCH)
- Attended course on **Clinton Swaine's Experiential Training "Play To Win"**, Silva Life System in Mind Development & Stress Control. Also attended courses on Mind Mastery, Laws Of Attraction, Napoleon Hill's Principles Of Success, Emotion Through Sound & Movement, Breakthrough Program by Asiaworks, Communication by Landmark Forum, Money and You, Creativity, Problem Solving, Grooming and Etiquette, Accelerated Learning Techniques, Sales and Marketing, Digital Marketing, etc



With more than 16 years in corporate training, Rachel Khor is currently the **Principal Trainer** and **Chief Learning Strategist** with Peak Success Abundance Sdn Bhd as well as an experienced entrepreneur and businesswoman.



Rachel Khor is also a **Master Trainer** in Successful Selling Skills, Negotiate To Win, Influencing and Persuasion Skills, Creativity/Thinking Outside The Box, Problem Solving, Emotional Intelligence, Emotional Drivers, Change Management, Leadership, Communication, People Skills, Handling Difficult People, Peak Performance, Goal Setting, Positive Work Attitude, Success Tools, Colored Brain, Master Your Mind. She has also undertaken training, consultancy and facilitation projects with various companies, both private and public sectors. She is a sought

after Learning and Development Strategist, People Developer, Trainer, Coach and Mentor.

She has conducted **SUCCESSFUL SELLING SKILLS (CREATING SALES WARRIORS) & NEGOTIATION** courses both as public seminars and as in house workshops. Her in house clients include: **Export Academy Malaysia, HSBC Bank, MIMOS, Ambank Assurance, Merck, White Horse Ceramic, KKIP (Sabah), YLI Industry, Petronas Dagangan, Munchys, Subang Medical Centre, Yeo Hiap Seng, Selangor Dredging, Worldwide Holdings, Eastin Hotel, Kenzen, Naza, UEM, etc**

Her training and coaching incorporate effective evaluation methods, powerful techniques of varied disciplines & practical tools for all her learning solutions. **Driven by a passion for delivering awesomeness**, she ensures she execute cutting edge learning technologies, share highly relevant knowledge, provide critical and up to date information, deliver time tested methodologies & conduct interactive sessions - all are formulated to achieve results like never before.

Her **determination and speed in producing training solutions** is one of the key reasons our clients keep coming back to her. Her research, knowledge and experience made Rachel Khor in the front line within her profession. She loves people development - during her high impact training sessions she is dynamic, dedicated and results driven. **She utilizes Accelerated Training methodologies to inspire change & fast results.**

She trains with her personal brand of positivity, charisma, creativity and focus which greatly motivates her participants to achieve greater heights of achievement & accomplishment. Participants have described her sessions as inspiring, thought provoking, energetic, highly interactive and easy to understand.

During her sessions, her ability to be **neutral, non-judgmental, supporting the group and upholding its wisdom has allowed her to effectively extract participation in a magical way.** She has presented papers in various national events, seminars including speaking at PSMB Forum & CEO Forum and was rated highly by both the audiences and the organizers.

**Based on the belief that every individual has a core genius and the ability to soar given the right opportunities; Rachel's training methodology breaks limiting beliefs, overcomes obstacles and cultivates trust across cultures.**

She is also able to provide psychometric profiling, competency profiling and identifying learning needs. Her methods follow S.M.A.R.T.I.E.S. principle - specific, measurable, achievable, rewarding, tracked/timeliness, inspiring, excellence/emotional, small steps; aligned to business needs while strengthening organization's capability and vision.

She has been running her own company since 1992 focusing on organizing, promoting and hosting international conventions with leading learning specialists and consultants from around the globe. She received her training in USA, UK, Australia, Singapore and Malaysia.

She has trained under the world famous Millionaire Mindset trainer, T Harv Eker (Master Your Mind and Business Guerilla). She has also trained under Blair Singer for Sales Dog Training, Powerful Sales Presentations and Train the Trainer. She is a keen practitioner of Mind Mapping and Mind Power. She has attended the training of some of the best world class trainers, business gurus & leading coaches including Anthony Robbins, Robert Kiyosaki, Blair Singer, Harv Eker, John Maxwell, Jay Abraham, Joel Roberts (communication guru), Dr Joe Vitale, Jose Silva, Burt Goldman, among many others.

Rachel is an extremely dynamic, knowledgeable and versatile trainer who has excellent communication skills and easily develop fantastic rapport with her participants. Due to this she always receives rave reviews and excellent ratings. She achieves this by ensuring her training is **relevant, result oriented, solution based - made fresh with new ideas, strategies and techniques.**

### **SATISFACTION GUARANTEED!**

She has trained many executives and managers from various industries and multinationals, bringing to them the latest tools and methods to excel. Rachel's strongest point is her ability to bring out the best in every participant. Her **Unique Selling Point** is her innovative, practical approach to training and her ability to make the training unique, enjoyable yet rewarding. What she teaches can be applied back at the office. She mixes no **nonsense pragmatic information with creative mind power and mindset changing strategies to make her courses relevant and results oriented.**

### **CLIENTS FROM RACHEL'S TRAINING INCLUDE...**

Petronas, Shell, BNM, Kementerian Kewangan, Ambank, UOB, HSBC, Exim Bank, Danajamin, Pan Malaysia Pools, Msian Reinsurance, Tokio Marine, ACE, Aneka Insurance, MII, Agilent, Ansell, Bristol, Sime Tyre, Dell, Emhart Glass, Kotak, Infineon, Impressive Edge, Kanzen, Merck, Mimos, MRCB, Selangor Industrial Corporation, Samsung, Munchys, Scenic Moulding, Kossan Rubber, LG Aluminium, Royal Selangor, SIRIM, Tencate, Takeuzi, Totokiki, Toshiba, Niro Ceramic, White Horse Ceramic, MAS, Msian Airport, KLAS Airport Services, PTP, Westport, Johor Port, TNB, Telekom, Maxis, Sunrise, SP Setia, Selangor Dredging, Worldwide Holdings, IOI, Genting, Hotel Equatorial, Eastin Hotel, Saujana Resort, Subang Medical Centre, Msian Export Academy, Yeo Hiap Seng, UEM Group, FMM, UEM, Naza, Open University, UKM, UM, DBKL, PNB, government sectors, etc



## REGISTRATION DETAILS

**NEGOTIATE TO WIN: SKILLS & TECHNIQUES TO IMPROVE  
YOUR NEGOTIATION EFFECTIVENESS**

19 – 20 Sep 2017 / 6 – 7 Nov 2017 \* Seri Pacific Hotel KL

Course Timing: 9.00 am - 5.30 pm

Payment Made To: Peak Success Abundance Sdn Bhd

Course Fees: RM1,600 per participant

For 3 & above: RM1,500 per participant

Company Name & Address: \_\_\_\_\_

### Participant's Contact Details

1. Name: \_\_\_\_\_ Position: \_\_\_\_\_

Tel: \_\_\_\_\_ H/P: \_\_\_\_\_ Email: \_\_\_\_\_

2. Name: \_\_\_\_\_ Position: \_\_\_\_\_

Tel: \_\_\_\_\_ H/P: \_\_\_\_\_ Email: \_\_\_\_\_

3. Name: \_\_\_\_\_ Position: \_\_\_\_\_

Tel: \_\_\_\_\_ H/P: \_\_\_\_\_ Email: \_\_\_\_\_

4. Name: \_\_\_\_\_ Position: \_\_\_\_\_

Tel: \_\_\_\_\_ H/P: \_\_\_\_\_ Email: \_\_\_\_\_

5. Name: \_\_\_\_\_ Position: \_\_\_\_\_

Tel: \_\_\_\_\_ H/P: \_\_\_\_\_ Email: \_\_\_\_\_

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Signature & Company Stamp