

Merchandisers often need to negotiate with suppliers in order to get the best terms for the buyers they represent. At times they may also need to negotiate with buyers to facilitate a deal. Well-conducted negotiations can create the best value for all parties concerned. Nevertheless, people often fail to negotiate properly because of lack of confidence, preparation, or effective negotiation skills.

The purpose of this course is to provide the knowledge, skills and techniques for merchandisers. The course will examine an effective strategy in price negotiation, as well as the process and techniques involved in persuasive communication.

Audience Merchandising professionals

Methodology Discussions, mini-lecture, games, simulated exercises, case studies, role play

What participants will learn

At the completion of the course, participants will be able to:

1. Select a proper negotiation strategy
2. Prepare for a negotiation
3. Present an offer
4. Respond to objections

Course Outline

1. Understanding Negotiation

The course will begin with a game and discussion that illustrates the following concepts:

- Why negotiation is never just about price
- The negotiable zone
- The negotiation cycle
- Some tips from master negotiators

2. Preparing for a negotiation

Through a case study, discussions and exercises, participants will learn:

- Finding out your client's needs and wants
- Put yourself into the client's shoes and think like them
- Understanding your value drivers
- Preparing what to share and what not to share
- Identifying your best and walkaway positions
- Preparing your Gold, Silver and Bronze offers
- Preparing to answer those questions that are bound to be asked

3. Interacting with your client

Through a simulated exercise, discussions and role-plays, participants will learn:

- Presenting yourself as an ally instead of an opponent
- Building up your confidence level
- Presenting your offer with confidence
- The STAR approach to respond to an objection or counter-offer
- Exploring alternatives with your client
- Reaching an agreement

4. Simulated exercise with feedback

COURSE ARRANGEMENTS

Week	Course Date	Course Title	Course Code	Duration (Days)	Fees* (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium of Instruction	
2	Jun-06	Blue Ocean Problem Solving and Decision Making	updated B-PSDM	1	HK\$3,480	HK\$3,180	May 12, 2017	May 17, 2017	C/E
	Jun-07	Change Management Workshop	NEW CHM	1	HK\$3,480	HK\$3,180	May 12, 2017	May 17, 2017	C/E
3	Jun-14	Negotiation Skills Workshop for Merchandisers	NEW NSW-M	1	HK\$3,480	HK\$3,180	May 19, 2017	May 24, 2017	C/E
	Jun-15	Effective Business and Email Writing	EBEW	1	HK\$3,480	HK\$3,180	May 19, 2017	May 24, 2017	C/E
4	Jun-20	Etiquette Training for Technical Professionals	NEW ETPP	1	HK\$3,480	HK\$3,180	May 26, 2017	May 31, 2017	C
	Jun-21	Effective Presentation Skills Workshop	NEW EPSW	1	HK\$3,480	HK\$3,180	May 26, 2017	May 31, 2017	C
5	Jun-28	Innovative Thinking and Problem Solving	NEW ITPS	1	HK\$3,480	HK\$3,180	Jun 2, 2017	June 7, 2017	C/E

C = Cantonese, E = English

TIME: 9:00 am - 5:00 pm daily **VENUE:** Regal Hongkong Hotel, Causeway Bay, HK.

* Fees include refreshments and buffet lunch

PAYMENT AND CONFIRMATION:

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

CANCELLATION AND SUBSTITUTION POLICY:

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

ATTENDANCE CERTIFICATE:

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:

Please visit our Website at www.celhk.com or telephone Ms Mak at 2838 1182 to inquire the above.

Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.

ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

Company Name :

Address :

Contact Person : (Mr / Ms) **Job Title :**

Direct Line : **Email Address :**

Mobile : **Fax :**

Authorized Person : (Mr/Ms)

Job Title : **Direct Line :**

Signature : **Date :**

Cheque enclosed for HK\$

Please note seminar fees are payable in advance

Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt



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Call Miss Mak at:
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