

# Win-Win Negotiation

DATE : 6 July, 2012      INSTRUCTOR : Dr. Michael Kwong  
 DURATION : 1 Day      FEE : HK\$3,280  
 CODE : WIN      EARLY BIRD : HK\$2,980

All businesses, not matter large or small are engaged in negotiation activities every day. There are needs for these enterprises to create competitive advantages and negotiation is one of the most critical skills in fulfilling such requirements. In fact, all executives in sales, marketing, procurement as well as other functional departments should be able to cope with different kinds of negotiation strategically so that they can provide better service and creative ideas to serve their customers. This workshop aims at providing a comprehensive framework of how win-win sales negotiation should be conducted and the relevant skills that one needs to possess.

## *Objectives*

Upon completion of the workshop, participants will:

- Be able to understand the nature of win-win sales negotiation
- Learn how we should prepare for a negotiation strategically
- Know how we can formulate strategies to handle the object of sales negotiation
- Use the appropriate the tactics required to achieve our negotiation objectives

## *Methodology*

Lecture, game, discussion, role-play and video recording

## **COURSE OUTLINE**

### **1. The nature of negotiation**

- Understanding the elements of win-win negotiation
- The principle of exchange
- Five (5) characteristics of a good negotiator

### **2. Preparation before negotiating**

- Identify the objectives of negotiation
- Power of knowledge and information in negotiation
- Psychological principles for negotiation

### **3. Different types of negotiation strategies**

- Sources of Negotiation Power
- The negotiation process
- Predict opponents' style and behaviour

### **4. Negotiation Tactics**

- Various negotiation tactics
- Coping with tactics by counter-tactics
- Tactics in team negotiation

### **5. Resolution of negotiation deadlock**

- Side-stepping and making concessions
- Getting to close
- Contract signing and implementation monitoring

## ***Dr. Michael Kwong***

*DBA, MBA, FIIM, Mimgt, MCIM, MHKIM, CPM (HK), Dip.M, C.Mgr, B.A. (Hon)*

Dr. Michael Kwong has worked in various leading media corporations with over ten years' successful experience in the sales and marketing field. He has served in the past as one of the founding council members of the International Institute of Management (IIM), Executive committee member of the Chartered Institute of Marketing (CIM) (HK Branch), and Training Director of Hong Kong Institute of Marketing (HKIM).

He is frequently invited to give talks on marketing management, market research, CRM (Customer Relationship Management) and other related topics by business and non-profit making organizations including Hong Kong Institute of Marketing, Hong Kong Council for Social Services, Hong Kong General Chamber of Commerce etc.

Dr Michael Kwong holds degree from the University of Nottingham (UK) and Newport University (USA). Michael is also a Certified Grade 2 Chinese National Trainer and a Certified Instructor for the Chinese National Trainer Training Programme.

## COURSE ARRANGEMENTS

Course Date	Course Title	Course Code	Duration (Days)	Fees (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium
July 5, 2012	Motivating Generation Y Staff	GY-M	1	HK\$3,280	HK\$2,980 Jun 8, 2012	Jun 13, 2012	C/E
July 6, 2012	Win Win Negotiation	WIN	1	HK\$3,280	HK\$2,980 Jun 8, 2012	Jun 13, 2012	C/E
July 11, 2012	Enhancing Personal Effectiveness	NEW EPE	1	HK\$3,280	HK\$2,980 Jun 15, 2012	Jun 20, 2012	C/E
July 12, 2012	Effective Communication & Interpersonal Skills	ECIS	1	HK\$3,280	HK\$2,980 Jun 15, 2012	Jun 20, 2012	C/E
<b>May 16-17 Staff Engagement Series</b>							
July 16, 2012	Engaging Employees	EGE	1	HK\$3,280	HK\$2,980 Jun 22, 2012	Jun 27, 2012	C/E
July 17, 2012	Maximum Contribution, Maximum Satisfaction	MCMS	1	HK\$3,280	HK\$2,980 Jun 22, 2012	Jun 27, 2012	C/E
<b>May 18-20 Team Development &amp; Communication Series</b>							
<b>NEW</b>							
July 18, 2012	Listen Openly, Understand Fully, Respond Positively	LUR	1	HK\$3,280	HK\$2,980 Jun 22, 2012	Jun 27, 2012	E
July 19, 2012	Collaborating and Working with Different People	CWDP	1	HK\$3,280	HK\$2,980 Jun 22, 2012	Jun 27, 2012	E
July 20, 2012	Constructive Team Conversations - Giving and Receiving Feedback	CTC	1	HK\$3,280	HK\$2,980 Jun 22, 2012	Jun 27, 2012	E
July 23, 2012	Contractor Management	NEW CTM	1	HK\$3,480	HK\$3,180 Jun 29, 2012	Jul 3, 2012	E
July 24, 2012	Handling Complaints and Anxious Customers	HCAC	1	HK\$3,280	HK\$2,980 Jun 29, 2012	Jul 3, 2012	C/E
July 24, 2012	Crisis, Brand And Reputation Management	NEW CBRM	1	HK\$3,480	HK\$3,180 Jun 29, 2012	Jul 3, 2012	E
July 25, 2012	Enterprise Risk Management	NEW ERM	1	HK\$3,480	HK\$3,180 Jun 29, 2012	Jul 3, 2012	E
July 25-26, 2012	Managing Stakeholders	NEW MS	2	HK\$5,380	HK\$4,980 Jun 29, 2012	Jul 3, 2012	C/E
July 26, 2012	Consultative Selling Skills Workshop	CSSW	1	HK\$3,280	HK\$2,980 Jun 29, 2012	Jul 3, 2012	C/E
July 27, 2012	Managing Conflicts in the Workplace	MCW	1	HK\$3,280	HK\$2,980 Jun 29, 2012	Jul 3, 2012	C/E
July 27, 2012	Presenting with Confidence	NEW PWC	1	HK\$3,280	HK\$2,980 Jun 29, 2012	Jul 3, 2012	E

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

**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).

**THE ON-SITE OPTION:**

If there are 10 or more people in your organization interested in taking any of these CEL courses, why not consider the On-Site option? We can readily tailor courses to your specific needs, send an expert instructor to your workplace, and help cut costs. For more information about this service, please contact Miss Mak at CEL at Hong Kong telephone number 2838 1182.

**CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:**

Please visit our Website at [www.celhk.com](http://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:** \_\_\_\_\_  
 \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Contact Person: (Mr/Ms)** \_\_\_\_\_ **Job Title:** \_\_\_\_\_ **Tel No:** \_\_\_\_\_ **Fax No:** \_\_\_\_\_

**Authorized Person: (Mr/Ms)** \_\_\_\_\_ **Job Title:** \_\_\_\_\_

**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



**BY PHONE:**  
 Call Miss Mak at:  
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