FACILITATOR
Mr Philip Tan is a management and soft skills guru, international public speaker, corporate trainer and motivator. He has both academia and industry experience from a diverse range of career paths that include holding senior positions in tertiary education, dotcom, advertising and marketing and hospitality training. In his dynamic career route, he has held portfolios of dean, vice president and chief executive officer. He was also the Senior Examiner for the Chartered Institute of Marketing, UK (CIM). Currently, Philip also supervises the post-graduates candidates of the University of East London (UEL) in their masters dissertations. He has trained major organisations and companies that include Cadbury, Corus Hotel Group, IOI Berhad, SIEMENS, Jebsen and Jessen, Premium Nutrients Bhd, TECHEM, Regency Specialist Hospital, SABIC, Saudi Arabia, Oman Tel, Ministry of Oil and Gas, Tanzania, Ministry of Education, Malaysia, Malaysia Airports Berhad, Johor Port, LENO Marketing, Prudential, Cagamas, Bank Negara Malaysia, etc. He is known for his wit, exciting pace and experiential streetwise method of delivery. He is able to combine soft skills concepts with real life requirements for those on the job. When he is not on the public speaking or corporate training circuit, Philip consults on strategic management and corporate law.

OBJECTIVES
• Identify the types of negotiation
• Apply negotiating concepts: BATNA, WATNA, WAP and ZOPA
• Lay the groundwork for negotiation
• Identify what information to share and what to keep to themselves
• Apply bargaining techniques
• Apply and test strategies for mutual gain
• Use communication techniques and tools to influence listeners
• Manage tough negotiators and set the terms of negotiation
• Establish and maintain business relations

CONTENTS
• Understanding Negotiation
• Preparing for a Negotiation
• The Art of Influencing
• Managing Tough Negotiators
• Establishing the Groundwork of Negotiation
• Negotiation – Phase One – Exchanging Information
• Negotiation – Phase Two – Bargaining
• Attempting a Win-Win Situation
• Negotiation – Phase Three – Closing
• Putting It All Together

WHO SHOULD ATTEND
Managers, Executives, and those who are involved in negotiation as part of their job scope.

ADMINISTRATIVE DETAILS
Dates: May 29 - 30, 2017
Time: 9.00 am – 5.00 pm
Venue: Shah Alam Convention Centre
No. 4 Jalan Perbadanan 14/9
40000 Shah Alam, Selangor Darul Ehsan
Fees: FMM Members – RM 1,378 per participant
(Inclusive of 6% GST)
Non Members – RM1,696 per participant
(Inclusive of 6% GST)
(Fees include course materials, Certificate of Attendance, lunch and refreshments)

* Enjoy 10% for registration of two (2) and 20% discount for registration of three (3) or more participants from the same organisation and of the same billing source.

Registration is on a first-come first-served basis. Cheques made in favour of the “FMM Institute” should be forwarded one week before the commencement of the programme. Completed registration form, that is faxed, mailed or e-mailed to FMM Institute, would be deemed as confirmed.

All cancellations must be made in writing. There will be no charge for cancellation received 14 or more working days before the start of the programme. Cancellation received 7 – 14 working days before the start of the programme is subject to a cancellation fee of 50% of the course fees. Cancellation received 6 working days and below before the start of the programme is subject to a cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.

The FMM Institute reserves the right to change the facilitator, reschedule or cancel the programme and all efforts will be taken to inform participants of the changes. Should the programme be cancelled or postponed, FMM Institute is not responsible for covering airfare, hotel or other travel costs incurred by the participants.

For further enquiries, please contact:
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FMM Institute
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Email: training@fmm.org.my
Visit us at: www.fmm.edu.my

IN-HOUSE TRAINING AVAILABLE
Dear Madam,

Please register the following participant(s) for the above programme:
(To be completed in BLOCK LETTERS)

1. Name       Designation       E-mail

   Nationality   IC No.

2. Name       Designation       E-mail

   Nationality   IC No.

3. Name       Designation       E-mail

   Nationality   IC No.

(If space is insufficient, please attach a separate list)

Enclosed cheque/bank draft No. ___________________________ for RM __________________

being payment for ________________ participant(s) made in favour of the “FMM Institute”.

Submitted by:

Name: ____________________________________________

Designation: ____________________________       E-mail: ____________________________

Company: ____________________________       E-mail: ____________________________       FMM Membership No.: ____________

Address: ____________________________

__________________________

Tel No.: ____________________________       Fax No.: ____________________________       Date: ____________________________

My Corporate Identity No.: ____________________________       GST Registration No.: ____________________________