INTRODUCTION:
Effective negotiation skill is the vital ingredient to the success of any sales/purchasing professional. This two-days training programme provides a practical negotiation framework that could be used to develop meaningful and long-lasting relationships with suppliers, distributors, buyers, customers, subordinates, and government regulators.

Upon attending this 2-days workshop, the participants will learn proven tips and strategies to negotiate effectively, critical planning and preparation skills, communication and building, and ways to overcome objections from the other side. The programme is organized around practical and sales realistic negotiation exercises.

TARGET GROUP:
Senior managers, managers, and executives who need to enhance their negotiation techniques and competencies. Sales personnel, purchasing, marketing and the relevant personnel are encouraged to attend this dynamic and mind blowing workshop. Participants are guaranteed to take away techniques that will enhance their performance and help build relationships influentially.

OBJECTIVES:
Upon completion of this programme, the participants should be able to:
- Understand the critical issues that influence the outcome of a negotiation process by using NLP techniques
- Master effective negotiation skills and maximize value in their negotiations
- Negotiate with confidence using anchoring and develop greater negotiation consciousness
- Apply the proven negotiation concepts/theories in the real world added together with NLP techniques
- Develop an effective negotiation strategy that is flexible and appropriate in various circumstances
- Produce a legally binding contract that incorporates all of the negotiated terms and conditions

METHODOLOGY:
This is a highly interactive programme and focuses on the practical aspects of realistic negotiation skills development through experiential learning. A variety of learning methodologies such as the Accelerated Learning Principles (ALP) and Neuro Linguistic Programming (NLP) will be used to sustain the participant's interest and to create an optimum learning environment that will maximize the learning outcomes. The programme consists of lecture cum workshops, role plays, demonstrations, self analysis, individual and group exercises, small group projects, and group discussions using practical case applications.

PROGRAMME OUTLINE

Module 1:- NLP Basics
- Introduction to NLP
- NLP as the Process
- NLP in a Nutshell – 3 minutes NLP
- Rapport Building Techniques
- Sensory Acuity and VAK modeling

Module 2:- Negotiation Skills Basics
- The nature of negotiations – Opportunities and dangers
- Critical components underlying the negotiation process
- Understanding what drives the other party – VAK Patterns
- Success and failures in negotiations – Win-Win Mode

Module 3:- Practical Negotiation Framework
- Seven elements to successful principled negotiations
- Negotiating with confidence using NLP Anchoring Process
- Tools for strengthening negotiating positions
- Guidelines for negotiating in different situations

Module 4:- Handling Relationship Issues In Negotiations
- Building good working negotiation relationships
- Elements of dealing well with differences
- Reciprocity as a relationship-building strategy
- Putting Rapport Building (NLP) to Work to Your Advantage

Module 5:- Negotiation Paradigms
- Recognizing different systems of negotiations
- Hard positional bargaining
- Choosing a system : pros and cons of different systems
- Principled negotiation dynamics

Module 6:- Tactics For Handling Difficult Negotiators
- Handling difficult negotiators and situations
- Neutralizing hardball tactics
- Changing the game: Keeping difficult negotiators at bay
- Silence as a negotiation tool with NLP techniques

Module 7:- The Power Of Preparation
- Why preparations are so important?
- Why negotiators are often unprepared?
- A systematic approach to preparation
- The 7 elements approach to preparation

Module 8:- The Art of Negotiating
- Getting ready to negotiate
- Using and countering major strategies
- Reading using non-verbal communication – Eye Patterns
- Getting what you need
- Using questions and listening skills to control negotiations
- Evaluating negotiating and improve skills
- Controlling negotiation climate using NLP Techniques
- Breaking negotiation deadlocks

Module 9:- Negotiation Action Plan
- Evaluating negotiation skills
- Personal action plan for successful negotiation
- Creating lasting commitment to negotiation skills
- Recognizing and developing negotiation styles
Mr. S Muru, a mechanical engineer has over 26 years of varied experience in the corporate world and over 15 years in the training field. Having obtained his MBA from the University of East London, UK, he is an experienced and dynamic leadership & motivational trainer, consultant and speaker covering a wide spectrum of topics. However, recently he is focused on Leadership, Empowerment & Motivation only. Having trained more than 80,000 participants nation-wide, he had the opportunity to do research and analysis affecting all levels of management. He has designed a dynamic set of training programs based on his extensive research and called it, “Peak Performance Mastery”. Having mastered organizational culture and its set back, he has designed these programs to overcome the traditional obstacles by introducing new concepts suitable to the Knowledge-Age or better known as the Mental-Age. He has also authored a book on this subject matter.

S Muru knows the demand of workforce in today's competitive world. He is delighted to see, through the instruments of training, his continuing participation and contribution to PEOPLE DEVELOPMENT. His rich experience and knowledge in the area of manufacturing has enabled him to achieve technical and patent awards while working in the industries. Being a certified trainer from the MIM, his presentations are more practical and easily applicable in the workplace environment. He has always been highly rated as 'Excellent' by the participants from the various organizations.

Administrative Details
Date : 4-5 Mar 2013 (Mon-Tue)  Time : 9.00 am – 5.00 pm
Venue : FMM Institute, Sungai Petani  Fees : RM750.00 (Members); RM850.00 (Non-Members)
All fees are inclusive of course materials, lunch and refreshments.

Attendance is by prior registration only. Registration form must be completed and returned to FMM Institute by 25 Feb 2013 with correct payment by cheque made in favour of “FMM INSTITUTE” and crossed “Account Payee Only”. Payment by cash is acceptable during the day of registration. Registration is on first-come-first-served basis. For enquiries: Contact Meeza/Hafifah at 04-7343110/04-4216876 or email fmmkedahperlis@fmm.org.my

CANCELLATION MUST BE IN WRITING TO FMM.
There will be no refund for cancellation within 3 days prior to the program. 50% refund for cancellation between 4 - 5 days and full refund for cancellation 6 days prior to the program. No additional cost for replacement

“EFFECTIVE NEGOTIATION SKILLS USING NLP”
9:00 am to 5:00pm  4-5 Mar 2013, Mon-Tue  FMM Institute, Sungai Petani

REGISTRATION FORM
To : FMM Institute (Attn: Meeza/Hafifah) Fax: 04-7344057

Please register the following participants:

1. Name & Designation : __________________________________________________________
2. Name & Designation : __________________________________________________________
3. Name & Designation : __________________________________________________________
4. Name & Designation : __________________________________________________________

(Please attach separate list if space is insufficient)

Submitted by : _________________________________________________________________
Designation : _________________________________________________________________
Company : _________________________________________________________________
Tel : _________________________________________________________________
Fax : _________________________________________________________________
Address : _________________________________________________________________
Email : _________________________________________________________________
Membership No. : _______________________________________________________________