



Negotiation Power: Pitch it Right!

The Art of Thriving & Gaining Success

COURSE OVERVIEW

“You don’t get what you deserve, you get what you negotiate.” – By Dr. Chester L. Karass

Negotiation is the Power Game. Successful people get what they want by negotiating and influencing better deals for both parties. It is not a war between two parties but a dynamic and creative approach to resolve conflict, maintain good relationship and create co-operation. It is the skill of choosing the right strategy, offering the right inducement, applying the right pressure at the right time, asking the right question and demanding the right extras.

Unconsciously, we negotiate almost all the time in our lives, whether with business partners, clients, suppliers, boss, colleagues, family members or children. If done correctly, you will reach advantage agreement in any circumstances and situation. Balancing between art and science, the success of the outcome depends on your capability to convince, influence and negate the other party.

The workshop is highly interactive and fun. You will learn to interpret what is beyond money and what is the psychological needs to take advantage to influence and be persuasive. There is no time for trial and error. Let us help you to strengthen the key negotiating skills you need in business and in life.

COURSE OBJECTIVES

This workshop strives to:

- Develop the fundamentals of negotiation.
- Examine the importance of People - Process - Content elements in negotiation.
- Interpret the underlying human emotions and differentiate between wants and needs
- Enhance communication skills in handling difficult situations.
- Learn the different negotiation strategies to overcome conflict and deadlock.
- Build trust, maintain rapport to achieve results

WHO SHOULD ATTEND

- Procurement / Purchasing Manager / Executive
- Sales & Marketing Manager / Executive
- Consultants or Professionals
- Anyone whose work requires to negotiate and obtain a good deal in negotiation
- Managers
- Decision Makers
- Negotiators



COURSE BENEFITS

For Individual:

- Discover their own negotiating style.
- Develop power communication in asking questions, giving answers and saying 'No'.
- Interpret the difference between wants and needs of people.
- Formulate negotiation strategies, manage conflict and deadlock.
- Turn objections into advantage and create opportunities for closing

For Organization:

- Maximize expenditure with minimum spending by strategizing appropriately.
- Develop negotiation strategies to maximize ROIs.
- As team leader, understand team's individual style to plan appropriately.
- Assign team roles and who to play what role in negotiation process.
- Build credibility & professionalism as a team.

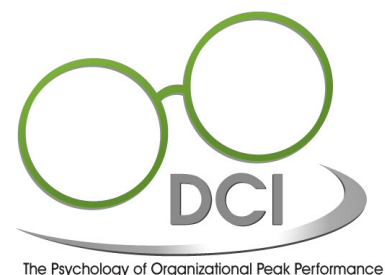
METHODOLOGY

What is Directive Communication Psychology™?

Directive Communication (DC) is a training and organizational development psychology developed by Arthur F Carmazzi that affects how people act and react in teams and how that affects individual performance. It is a foundational science for influencing and it is powerful knowledge to apply in negotiation & persuasion skills.

Our methodology helps to develop communication, leadership and inter-personal skills. The integrated workshops have the components to develop confidence and maximize what it takes to get results. Our participants gain much more than a workshop experience and achieve higher levels of excellence. They gain the ability to find their greater strength to influence and negotiate for success.

1. In brief, we use variety of proprietary training tools, group discussion, team reflective circle, storytelling, lecture with games and activities to make learning **FUN and IMPACTFUL!**
2. Role Play shall be used to simulate the negotiation process.
3. In essence, our methodology is:
 - Interactive learning
 - Experiential activities
 - Facilitative training
 - Participants led



MEET OUR TRAINER



MR. KEVIN INT' VELD

CEO & Founder

People to Projects Sdn Bhd Malaysia, P2P Africa (Pty) Ltd, Bridgit Africa (Pty) Ltd, Managing Director of Fundisani (Pty) Ltd

- ✓ **Certified Trainer of Colored Brain**
- ✓ **Certified Project Management Professional (PMI® PMP®)**
- ✓ **28 Years of Software Development, Software Integration, Project Management Training, Strategic Facilitation and Project Management office builds**
- ✓ **Being exposed to the real mining industries and project management industry**



MS. LILY LAU

*Directive Communication
Psychology Master Trainer*

- ✓ **Specialist on the Malaysian Generation**
- ✓ **More than 10 years experience in training & facilitation**
- ✓ **Well versed in culture diversity, generation gap, communication, interpersonal skills & corporate culture transformation**
- ✓ **Best Change Leadership & Management Training Specialist 2019 by APAC Insider**
- ✓ **Guest on BFM Radio on Malaysian Generational issues**

Foundation of Negotiation

- What is negotiation?
- 5 Attributes of a Successful Negotiator
- Elements of Negotiation: People – Process – Content
- 4 Phases of Negotiation

The Psychology in Negotiation

- What is beyond money for people? – The 8 Emotional Drives
- Wants vs Needs
- 4 Negotiation Styles
- Negotiation Strategies

Communication in Negotiation

- Managing Questions & Giving Answers
- The Art of Saying 'No'
- Turning Objections into Advantage
- Role Play: Let's go shopping!

The Negotiation Process

- Team vs. Individual & Team Roles
- Managing Conflict & Deadlock
- Build trust & relationship
- Settlement

DELIVERABLE

- 2 days of interactive workshop facilitated by experienced trainer(s), case studies, assessments, workbook and experiential activities.
- Certificate of accomplishment is awarded.

Why Learn from Us?



Facilitated by certified DC Psychology trainers and facilitators



Interactive case studies



Content customized to current market trends



Comprehensive course materials

HRDF CLAIMABLE