

How to Conduct Successful Business Negotiations

Introduction : Are you wondering how you can use negotiation skills in your real business situations? Do you want to get the best deal in your negotiations? Are you dealing with the typical 'not-in-the-SOW' claim from the other party who wants to get more out of an existing contract? How do you deal with the situation when the bid from vendor is not what you want but you still need their service? How do you sell premium products to a client who is cost conscious?

This two-day intensive course is designed for participants who need to negotiate business deals, work with vendors on contract or performance issues, or want to apply practical negotiation skills to their real-life business negotiation situations.

Objective:

- Refresh negotiation framework and strategy
- Learn tools, structure and skills to get best deal in buy and sell negotiations
- Apply negotiation skills to real-life business situations

Pre-requisites: Participants are assumed to possess basic knowledge of negotiation and have practiced negotiation in their work environment. To get the maximum learning from this class, they should have basic negotiation training in the past.

Video recording and replay will be used for analysis and discussion of improving individual participant's micro skills.

Duration : Two days (15 hours)

Format : 40% Lectures, 60% Case practice and feedback

Key Topics :

- A) Framework for Negotiation
 - Negotiating to resolve conflict
 - Recapping framework and types of negotiation
 - The 4 phases of negotiation - Prepare, Open, Offer and Close
 - Prepare Phase and tools for preparing negotiation
- B) Advanced Negotiation Skills
 - Skills in different phases of negotiation

- How to improve quality in the OPEN phase?
 - How to dig out critical information in the negotiation?
 - When to offer and how to offer? What to do when getting an offer?
 - How to trade and bargain?
 - How to close a negotiation and get what you want?
- C) Negotiation Skills for Vendor and Procurement Negotiation
- Styles of negotiation and how to conduct successful win-win negotiation with vendors
 - Team negotiation
 - How to create and handle Deadlock?
 - Tips in negotiations - Break and irritants
- D) Case Practice
- Apply negotiation skills in buy and sell cases.

Instructor : **Dr. Andy Man**

Andy brings over 28 years commercial working experience in sales & marketing, negotiation training and consulting, and business management for different Asia markets. Andy has held various senior management positions like VP of sales, Managing Director, and Business Unit Director. His vast experience includes spending several years in both Chinese and US start-up companies as well as listed multinationals.

Andy has proven track record of successful negotiations with entrepreneurs and medium size companies from different culture background as well as conducting large scale contract negotiations with mega companies like Samsung, Motorola, Foxconn and Lenovo to name a few. From 2008 to 2010, Andy put dedication to share his invaluable experience in negotiations in the China and East Asia region. He has conducted Negotiation Skills Training programs in Asia for major clients including Michelin, Merck Sharp & Dome, LVMH Asia Pacific, HAECO, SWIRE, China Light & Power, Pizza Hut, Cable and Wireless, and many more.

Andy is a chartered engineer and a graduate in engineering from the Hong Kong University. He has a MBA from the Chinese University of Hong Kong and Doctor of Business Administration Degree from Hong Kong Polytechnics University. He is fluent in English, Mandarin and Cantonese.

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